**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Home is where The Ones are…**

**Genelec “The Ones” offer audiophile Jarno Vihonen a next-level listening experience for movies and gaming**

NATICK, MA, November 17, 2021 — Jarno Vihonen – a self-confessed audiophile living in Joensuu in eastern Finland – has recently upgraded his living room setup to include Genelec’s flagship [Smart Active Monitor](https://www.genelec.com/sam-studio-monitors-subwoofers)™ range, [The Ones](https://www.genelec.com/theones). Jarno is no stranger to [Genelec](http://www.genelec.com/), having used them in his living room for years to enhance his movie-watching and gaming experience. “A plethora of creators, from musicians to sound designers for video games, use Genelec loudspeakers as the tools of their trade,” he explains. “Above all, I want to recreate that sound in my home environment and hear their work exactly as they intended it to sound. Genelec’s [GLM](https://www.genelec.com/glm) calibration software works to correct the worst humps and slopes in frequency response that come with the peculiar shape of my listening space.”

“My initial setup was a 5.1 configuration implemented with compact 8020B loudspeakers and a 7050B subwoofer,” he continues. “As living room setups go, that was pretty advanced for its time, although once The Ones were released, there was no question of me not investing – I upgraded to my first Ones setup with the [8351As](https://www.genelec.com/previous-models/8351a) in the L-C-R positions, plus [8340A](https://www.genelec.com/8340a) two-ways as rears. Size-wise it worked perfectly for my living room space, and in terms of audio reproduction, it was a class above. However, when I met Pasi Pönkkä from Genelec through one of their ‘Calibration Tours,’ he made it sound even better.”

“I found talking to Pasi about my setup, as well as others that he had worked on, very insightful,” recalls Jarno. “He was obviously very experienced in working with clients to get the most out of their systems in a variety of spaces, from home setups using The Ones, to professional studios for top recording artists. Pasi’s manual fine-tuning of the system’s GLM calibration settings yielded improved results over my own purely automated calibration, plus I also got some pointers as to how I might tackle some of the challenges that my asymmetric space presented.”

After the Calibration Tour, as Genelec expanded The Ones range with new models plus an upgrade to the 8351A, Jarno was tempted again, specifically to upgrade his front row of 8351A loudspeakers. “I had initially thought about upgrading to the same size of speaker, going from the 8351A to the [8351B](https://www.genelec.com/8351b), which offered increased SPL, greater LF extension and additional room compensation controls. But ultimately, I settled on the larger, more powerful flagship [8361A](https://www.genelec.com/8361a), which promised the ultimate listening experience. My aim was also to future-proof my setup in case I have the opportunity to build a bespoke space for an immersive system with Dolby Atmos® and the like, in the future.”

In upgrading to the 8361As, Jarno also decided to tackle some of the acoustic challenges inherent in his unusually shaped listening space, which features a double height ceiling in certain areas. All the speakers were repositioned, including his recently upgraded surround speakers (now [8341As](https://www.genelec.com/8341a)) and the [7380A](https://www.genelec.com/7380a) subwoofer. He also added pleated curtains to dampen reflected sound from some of the bare spaces in the living room, as well as some cleverly concealed acoustic panels to help with reverberant sound.

So, now that the new setup has “bedded in,” how does Jarno feel about the results? “At first glance, I thought the 8361As were comically large – any pictures of them don't really do the size justice,” he says with a grin. “However, I’m used to it now so it’s less of a shock! When it comes to the listening experience, I’m really enjoying it; the new speakers add a very substantial layer of nuance, especially in the lower frequencies. I'd liken the difference to running the 8351As uncalibrated versus calibrated – the low end was always there, but when uncalibrated it could sound overbearing in my space. I think beyond the upgrade in hardware (as well as the physical size of the speakers over what I had previously), the availability of more nuanced calibration controls on the 8361A model, and GLM’s new AutoCal 2 calibration algorithm, have contributed tremendously to the end result. Also, in switching over to the larger speaker, I’ve found my subwoofer doing far less of the heavy lifting, since I’m no longer passing the lower frequencies from the main speakers to it. As such, it's now free to exclusively handle LF when playing surround media like movies and games, which also makes a considerable difference. I’m really loving what we’ve achieved here, it’s everything I’d ever hoped it would be.”

For more information please visit [www.genelec.com](http://www.genelec.com)

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Photo file 1: Jarno\_Photo1.JPG

Photo caption 1: Jarno Vihonen’s 5.1 living room system

Photo file 2: Jarno\_Photo2.JPG

Photo caption 2: Jarno Vihonen’s 5.1 living room system

Photo file 3: Jarno\_Photo3.JPG

Photo caption 3: Jarno Vihonen’s 5.1 living room system

PDF file: Living\_Room\_Set\_Up\_Genelec\_Case\_Study\_English.PDF

PDF caption: Genelec Jarno Vihonen case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

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