**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to Host Online Masterclass with Studio Director Danielle Engen on March 8**

— As part of Genelec’s Masterclass Sessions series, Genelec’s Paul Stewart will join Danielle Engen, Director of Studio Operations at Electric Feel Entertainment, as she discusses her career and the ins and outs of running a successful studio —

NATICK, MA, March 6, 2023 — [Genelec](https://www.genelec.com/) is hosting a special Masterclass session on Wednesday, March 8, at 2 p.m. EST livestreamed to [Facebook](https://www.facebook.com/events/159189109925034), [YouTube](https://youtube.com/live/X6wYp6orurg?feature=share), [LinkedIn](https://www.linkedin.com/events/genelecmasterclass-businessofru7037482012428918784/), [Twitter](https://twitter.com/Genelec) and the [Genelec USA Twitch page](https://www.twitch.tv/genelec_usa). The conversation, moderated by Genelec Inc. Senior Technical Sales Manager Paul Stewart, will feature Danielle Engen, Director of Studio Operations at Electric Feel Entertainment, home to a roster of A-list artists such as Post Malone, 24KGoldn and Iann Dior; producers Louis Bell, Carter Lang and El Guincho; engineer Nick Mac and more. Titled “The Business of Running a Recording Studio,” the session will delve into Engen’s career and the day-to-day details of operating the company’s flagship studio in Los Angeles and tips on running a successful studio from Engen’s years in the industry.

Stewart and Engen will be discussing her start in the industry at The Village Studios and what it took to get to where she is now. She will also offer advice for aspiring recording industry professionals, citing the many unique experiences, obstacles and triumphs from her career.

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Photo file 1: Genelec\_DanielleEngen\_Masterclass.JPG

Photo caption 1: Genelec will host an online Masterclass with studio director Danielle Engen on March 8

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 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 over 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.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—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;*

*Web: http://www.genelec.com/.*