**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to demonstrate immersive system and host high-profile presenters at NAMM 2025**

The NAMM Show, Anaheim, CA, January 23, 2025 — Genelec will be offering a first-hand immersive audio experience and hosting a series of high-profile presenters at the NAMM Show in Anaheim, January 23-25, 2025, at its exhibition space (booth 15500 in ACC North Level 1).

Multiple demo stations are available for one-on-one experience with Genelec’s [UNIO Personal Reference Monitoring Solution.](https://www.genelec.com/unio) This unique system solution comprises the [9320A SAM Reference Controller](https://www.genelec.com/9320a), Reference Measurement Microphone, and the new 8550A Professional Reference Headphones – which help create an even more seamless bridge between professional in-room loudspeaker and personal headphone monitoring. And with the additional headphone calibration features available within Genelec [GLM software](https://www.genelec.com/glm) – and the optional Aural ID V2.0 binaural headphone monitoring technology – users can enjoy a highly personal and truthful headphone monitoring experience.

Visitors will also get to experience a state-of-the-art immersive Smart Active Monitoring™ system consisting of Genelec [8361A](https://www.genelec.com/8361a) with [W371A](https://www.genelec.com/W371A) woofer systems for L-C-R, four 8351Bs for surrounds and four 8341As for overheads, plus a 7380A subwoofer, all calibrated specifically for the room using GLM software.

Additionally, throughout the convention, at booth 15500, the high-profile Genelec users will be lecturing on immersive audio, monitoring techniques and much more. Partial schedule here (please stop by the booth for the most current and complete itinerary):

**Thursday, January 23:**

1pm: Eventide Immersive Plug-ins Demo (Blackhole® Immersive and MicroPitch Immersive)

3pm: Andrew Scheps & Oona Kapari – Atmos® Live Recording

5pm: Composing & Producing Immersive Audio Music with Justin Gray

**Friday, January 24:**

11am: Immersive Mixing with Sylvia Massy + The METalliance

1pm: Richard Devine in 7.1.4 Dolby Atmos

2:30pm: Electronic Music in Dolby Atmos with Genelec

**Saturday, January 25:**

11am: Crafting Children’s Music in Dolby Atmos with Lucy Kalantari and Roger Montejano (hosted by Dolby)

12pm: Alan Meyerson – *Interstellar* Soundtrack in Dolby Atmos

1pm: Immersive Listening with Bob Clearmountain

4pm: Immersive Listening with Carlos Rodgarman and Humberto Gatica

Also, Genelec Inc. Senior Technical Sales Manager Paul Stewart will be participating in a panel discussion, “Building a Dolby Atmos Studio in a Near-Field Environment,” at the John Lennon Educational Tour Bus on Thursday, January 23 at 12pm. In addition, Genelec 8010A Studio Monitors are being featured in the NAMM “Creator’s Lounge” Product Library, so content creators can test-drive Genelec’s smallest, most portable monitoring solution.

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

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Photo file 1: Genelec\_2025\_NAMM.JPG

Photo caption 1: Genelec will be offering a first-hand immersive audio experience and hosting a series of high-profile presenters at the NAMM Show in Anaheim, January 23-25, 2025, at its exhibition space (booth 15500 in ACC North Level 1)

Genelec, the pioneer in Active Monitoring technology, is celebrating over 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 continuing with its 18th year of 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;*

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