**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec displays UNIO Personal Reference Monitoring Solution**

— New 8550A Professional Reference Headphones and Aural ID V2.0 Binaural Headphone Monitoring Technology strengthen the UNIO ecosystem by offering the most accurate and truthful headphone listening experience ever —

The NAMM Show, Anaheim, CA, January 23, 2025 — Genelec (booth 15500 in ACC North Level 1) recently introduced its [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 the most personal and truthful headphone monitoring experience ever.

The UNIO ecosystem brings together the power of Genelec’s [Smart Active Monitors](https://www.genelec.com/sam-studio-monitors-subwoofers), GLM calibration software, and [Aural ID](https://www.genelec.com/aural-id) personal headphone technology, all under the tactile hardware control of the 9320A controller, and managed via the user’s [MyGenelec](https://my.genelec.com/) account. By combining a calibrated Smart Active Monitoring system and professional headphones with Aural ID, the user can enjoy mixes that translate reliably between monitors and headphones for a smooth, uninterrupted workflow – wherever they choose to work.

Now, Genelec has raised the bar significantly higher with the introduction of the 8550A Professional Reference Headphones, whose innovative active design allows the headphone output of the 9320A controller to adjust to an individual 8550A headphone factory calibration, thus bringing precise resolution to the uniquely optimized UNIO Personal Reference Monitoring Solution. This active principle of using the 8550A headphones to accurately calibrate the headphone stage of the 9320A enables exceptional linearity, acoustic precision, and neutral sound character – and mirrors the kind of tailored precision that Genelec Smart Active Monitors provide for in-room loudspeaker monitoring environments.

The closed, circumaural 8550A provides exceptional sound isolation and comfort for all sizes of head and ears with a durable, adjustable design and replaceable component parts – for a sustainable, extended product lifetime. The 8550A’s dynamic design features 40 mm transducers and neodymium magnets to deliver a 15 Hz to 20 kHz frequency response, exceptional level matching, and an impressive 119 dB of short-term SPL via the 9320A controller. Shipping with both leather and velvet ear cushions, and straight and coiled cables, the 8550A offers every user a distinctly premium experience – whatever their personal preference.

With the calibration file for the 8550A headphones stored within the matching 9320A controller, further personal optimization is available via Genelec’s GLM 5 calibration software, including slope adjustment, parametric EQ, and L/R level balancing. Then, for the ultimate personal headphone monitoring experience, the optional Aural ID V2.0 models the user’s own head and upper torso features to calculate their unique personal HRTF – delivering headphone mixes with externalized presentation, including precise azimuth and elevation, and producing a sense of space and direction that closely resembles in-room loudspeaker monitoring.

The new Aural ID V2.0 heightens that experience further via early reflection room modelling and integrated webcam head tracking support – which tracks the user and maintains a stationary acoustic presentation even when the head moves, for a more natural listening experience. Additionally, support for the Open Sound Control (OSC) standard interface for hardware head trackers provides maximum system compatibility.

Running as a standalone app on Mac devices, Aural ID V2.0 also offers optimized HRTF binauralization options for both stereo and immersive monitoring up to 9.1.6, plus a ‘raw HRTF’ option that allows full access to both the directional (DTF) and sound color (CTF) components within the HRTF, for users that wish to separately equalize their headphone acoustic effects for an even more reliable and precise listening experience. In addition to Aural ID’s completely personal HRTF, the inclusion of standard Kemar and KU100 head-and-torso simulator HRTFs in Aural ID V2.0 provides an even wider range of user options.

Commenting on this latest expansion of the UNIO ecosystem, Genelec Managing Director Siamäk Naghian says: “UNIO now effectively offers audio professionals three levels of reference monitoring. Those simply seeking the finest in-room loudspeaker monitoring can enjoy the combination of Smart Active Monitors, GLM and the 9320A, while users that also seek accurate headphone monitoring will embrace the arrival of the 8550As. But, for those seeking the ultimate combination of in-room and personal headphone monitoring, the UNIO Personal Reference Monitoring Solution and Aural ID V2.0 represents the most accurate and portable monitoring system ever produced.”

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

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Photo file 1: UNIO\_PR\_Image\_1.JPG

Photo caption 1: The UNIO Personal Reference Monitoring Solution creates an even more seamless bridge between professional in-room loudspeaker and personal headphone monitoring

Photo file 2: UNIO\_PR\_Image\_2.JPG

Photo caption 2: The UNIO Personal Reference Monitoring Solution comprises the 9320A SAM Reference Controller, Reference Measurement Microphone, and the new 8550A Professional Reference Headphones

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;*

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