**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec opens Stockholm and Helsinki Experience Centres**

NATICK, MA, October 6, 2022 — Genelec, the world leader in professional loudspeaker systems, has added Stockholm and Helsinki to its global network of [Experience Centres](https://www.genelec.com/experience-centres). By visiting these new facilities, customers will receive expert personal advice on Genelec loudspeaker solutions and enjoy an exceptionally high-quality critical listening environment, from stereo to immersive. The new Nordic locations join existing Genelec Experience Centres in Europe, America and Asia – all of which share the same mission of helping customers to understand and experience the finest in sound reproduction.

[Genelec](http://www.genelec.com/) has long and close connections with both Stockholm and Helsinki, each of which is a thriving cultural hub with a strong identity and sophisticated audio community. The company has developed its own teams in both cities over many years – and the two new Experience Centres further heighten Genelec’s commitment to social responsibility, by supporting each city’s unique cultural heritage.

Hosted by Erik Skanderbeck and Patrick Lundin from Genelec’s Swedish team, the Stockholm Experience Centre is based near the city center on the former site of the legendary Park Studios complex. Skanderbeck and Lundin oversaw the upgrading of the infrastructure and the modernization of the IT/AV technology throughout, plus the installation of energy-saving Smart building technology to deliver sustainability and flexibility in planning.

The Stockholm location is divided into 5 distinct zones, including the flagship 7.1.4 immersive Boman Room, the stereo environments of the Saltgruvan and Berg Rooms, the large Live Room, and the Lobby Area for AV system demonstrations. The rooms are equipped throughout with a wide selection of [Genelec smart active loudspeakers and subwoofers](https://www.genelec.com/sam-studio-monitors-subwoofers), all optimized using [GLM](https://www.genelec.com/glm) calibration software. Additionally, the Lobby Area features a selection of Genelec [Smart IP](https://www.genelec.com/smart-ip) and [4000 series](https://www.genelec.com/4000-series) installation loudspeakers. A huge variety of sound sources, from DAWs to streaming devices and music servers, allows customers to audition the systems in the most appropriate and convenient way.

Overseen by Genelec’s Anders Nyman, the Helsinki Experience Centre is centrally located in the beautiful 19th century building that also hosts Genelec’s Helsinki offices and Artist Room. The Helsinki facility offers two critical listening spaces – one with a 7.1.4 immersive system based around The Ones three-way coaxial studio loudspeakers, and the other featuring a wide selection of stereo solutions, up to and including the [1234A](https://www.genelec.com/1234a) main studio loudspeaker models.

As in Stockholm, the Helsinki loudspeaker systems are all calibrated with GLM software, and a variety of sound sources allows visitors to audition the loudspeakers with a choice of commercial content or their own individual projects.

Genelec’s Nordic Sales Director Mikko Tuomi comments, “These Nordic Experience Centres offer customers the perfect opportunity to audition our loudspeaker systems in a controlled, high quality listening environment, and get expert personal advice in a relaxed and peaceful atmosphere. We’ve particularly seen a rapid increase in customers wanting to experience immersive audio and learn more about the opportunities it presents, so these facilities complement our dealer’s efforts, bringing us even closer to our local customers through education and the appreciation of fine audio performance.”

To learn more about Genelec Experience Centres, and to make an appointment, please visit [www.genelec.com/experience-centres](http://www.genelec.com/experience-centres).

*...ends 509 words*

Photo file 1: Genelec\_Stockholm\_Experience\_Centre\_PR\_image\_1.JPG

Photo caption 1: The Boman Immersive Room at the Stockholm Experience Centre.

Photo file 2: Genelec\_Helsinki\_Experience\_Centre\_PR\_Image\_2.JPG

Photo caption 2: The Stereo Room at the Helsinki Experience Centre

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.

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/.*