**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Italian state broadcaster RAI creates new flagship mixing space with Genelec The Ones**

NATICK, MA, August 23, 2022 — Italy’s state broadcaster [RAI](https://www.rai.it/) has upgraded the music studio at its Fabrizio Frizzi television studios in Rome. The project has seen the studio add new 5.1 surround and stereo systems, based around Genelec’s “[The Ones](https://www.genelec.com/theones)” three-way coaxial Smart Active Monitors.

“This is the center of production in Rome for TV shows, and the room we have upgraded is for mixing the music for these shows,” explains Gino De Dominicis, Pro Audio product manager and Genelec product specialist at Midiware, the Italian distributor of Genelec’s wide range of professional monitors. “They take the orchestra from the TV shows – it’s just the music they mix – and they broadcast every show that is made in the building in this way.

“They wanted a 5.1 system to mix in surround and a main stereo system in that room,” he continues. “They have to guarantee a high-quality service for the whole country, so we recommended The Ones, which offer very neutral and detailed listening.”

To meet the needs of the broadcaster, Midiware specified two [8351](https://www.genelec.com/8351b) monitors combined with a pair of [W371](https://www.genelec.com/w371a) Adaptive Woofer Systems for the stereo setup. Meanwhile, the 5.1 surround system consists of five [8341](https://www.genelec.com/8341a) monitors and a [7370](https://www.genelec.com/7370a) subwoofer. The room benefits further from acoustic treatment from Artnovion.

“This is a cutting-edge room for RAI, so it had to be The Ones series,” says De Dominicis. “These monitors give RAI a precise and uncolored listening experience with unprecedented management flexibility.”

By selecting Smart Active Monitors, the broadcaster was able to see further benefits in the room thanks to [GLM](https://www.genelec.com/glm) calibration software. “Everything has been calibrated and checked with GLM 4 software,” states De Dominicis. “I went there to make the final calibration and when they understood the combination of high-quality monitors and the calibration software, they were very happy. We made some adjustments, and, in the end, the setup was very convincing for them.”

As part of a large broadcast complex, the studio is used every day by a variety of engineers. As such, GLM provided further advantages for the broadcaster. “The ability to change between different calibration setups really helps in this case, because they have several people working there and each engineer can fine-tune everything and recall it in a moment,” explains De Dominicis. “They can switch between the systems with confidence every time. Properly calibrated rooms help engineers to do their jobs better. Not only the quality of the audio from a listening perspective, but the features and the tools you have inside GLM allow you to work better in a professional studio like this.”

The fully calibrated studio has proved popular with RAI’s management and the engineers who have experienced the space. “The RAI managers who followed the whole project declared themselves very satisfied with the final result,” says De Dominicis. “Everyone now wants to mix there and have their Genelec monitors properly calibrated.”

Perhaps most importantly though, this project looks to have inspired RAI to upgrade further facilities. “All of the other engineers who have passed through the room and heard the system now want to have the same setup as well,” reveals De Dominicis. “After this room, we have had three further requests from big production centers for RAI in the north of Italy to have the same system or even better!”

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

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Photo file 1: RAI\_PR\_image\_1.JPG

Photo caption 1: Stereo and surround monitoring systems in the music studio of the Fabrizio Frizzi television facility in Rome

Photo file 2: RAI\_PR\_image\_2.JPG

Photo caption 2: The monitoring system has been calibrated using Genelec GLM software

PDF file: RAI\_CASE\_STUDY\_FINAL.PDF

PDF caption: Genelec RAI 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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