**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec helps tell the story of the Cold War at new Danish museum**

— REGAN Vest installs Genelec’s 4000 Series loudspeakers in its newly built exhibition space —

NATICK, MA, May 21, 2024 — [REGAN Vest](https://nordjyskemuseer.dk/en/u/cold-war-museum-regan-vest/) is a new museum in Skørping, Denmark, exploring the geopolitical tensions of the Cold War. A detailed and informative look at a conflict that lasted over four decades, REGAN Vest tells the story in a newly built exhibition space that’s equipped with a comprehensive audio solution from [Genelec](https://www.genelec.com/).

“We wanted to create an exhibition in which the audio-visual elements supported the storytelling in very subtle ways,” begins [Taintec’s](https://taintec.dk/) Tue Selmer Friborg, the audio-visual consultant that worked on the project. “The sound had to offer guests an immersive element, whilst being unobtrusive, and at the same time we wanted to make an exhibition which – though complex – would require as little maintenance as possible.”

The museum is made up of three parts; a 5,500 square-meter secret bunker hidden 60 meters underground, which takes guests to the center of the Cold War with its untouched artefacts and original décor, the master machinists house – which allows visitors to experience what day-to-day life was like – and the newly built exhibition space that tells the story of political tensions and how Denmark prepared for nuclear attack.

This is where the Genelec system is deployed, with Friborg specifying a solution that relies on the renowned [4000 Series](https://www.genelec.com/4000-series) loudspeakers, complemented by [7050](https://www.genelec.com/7050c) subwoofer technology. Unmatched performance and adaptability made the models an ideal choice for the discreet yet high-quality audio that the exhibition required. “I chose Genelec first and foremost for their sound quality,” he furthers. “Other factors included durability, the five-year warranty, versatility, and the different size options.

“The inbuilt amplifiers made for a very simple installation, and the low power consumption provided by Genelec’s [Intelligent Signal Sensing (ISS) technology](https://www.genelec.com/key-technologies/intelligent-signal-sensing-technology) means that I don’t need to bother with turning amplifiers on and off. I like to make systems with as few hardware types as possible because it makes setup time and maintenance much easier, and the client does not need to have a huge stock of different spares. Genelec’s commitment to sustainability also influenced my choice.”

The system comprises seven powerful [4030](https://www.genelec.com/4030c) loudspeakers, five [4020s](https://www.genelec.com/4020c), four [4010s](https://www.genelec.com/4010a) and one 7050 subwoofer, all of which are responsible for providing the atmospheric soundscapes that bring the exhibition to life. As guests enter, quadrophonic surround sound is used to emphasize the two opposing sides, and in another room, there’s a replica of a nuclear explosion – which features intense flashing lights, a blast from the Genelec loudspeakers and a Danish TV broadcast of the attack.

Additionally, several vintage TVs and radios play historic clips from the era, which are reproduced by Genelec’s ultra-compact 4010 loudspeakers. The system is controlled by networked media players from [BrightSign](https://www.brightsign.biz/) so that the sound levels and playback triggers are handled via the network.

Since opening, REGAN Vest has become one of Denmark’s most interesting new museum projects. Placing guests in a bunker that was once used to protect the government from nuclear attack, the museum has redefined the boundaries of a traditional attraction – enhancing the experience even further with a new exhibition space that relies on clear, intelligible audio from Genelec.

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

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Photo file 1: Regan\_Vest\_PR\_Image\_1.JPG

Photo caption 1: The REGAN Vest Museum in Skørping, Denmark

Photo file 2: Regan\_Vest\_PR\_Image\_2.JPG

Photo caption 2: The REGAN Vest Museum in Skørping, Denmark

Photo file 3: Regan\_Vest\_PR\_Image\_3.JPG

Photo caption 3: The REGAN Vest Museum in Skørping, Denmark

Photo file 4: Regan\_Vest\_PR\_Image\_4.JPG

Photo caption 4: REGAN Vest has deployed a Genelec 4000 series loudspeaker system

PDF file: Regan\_Vest\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec REGAN Vest case study

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;*

*Web:* [*http://www.genelec.com/*](http://www.genelec.com/)*.*