**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Wins Big at NAMM’s TEC Experience**

— Award winners were announced Thursday, April 13, 2023, at The NAMM Show in Anaheim, California —

*NATICK, MA, April 21, 2023* — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for over four decades, has won two Technical Excellence & Creativity (TEC) Awards at the NAMM TEC Experience, held on Thursday, April 13, at The 2023 NAMM Show in Anaheim, California. Genelec’s [GLM 4.2 GRADE™](https://www.genelec.com/glm-grade) (Genelec Room Acoustic Data Evaluation) won for Outstanding Technical Achievement in the Production Essentials category, and the [6040R](https://www.genelec.com/6040r) Smart Active Loudspeaker won for Outstanding Technical Achievement in the Studio Monitors category. Finalists from the 22 categories were selected by industry professionals across major music, sound, and game audio associations, along with pro audio focused media groups.

Will Eggleston, Genelec Inc. Marketing Director, stated, “We are filled with gratitude to this year’s TEC Awards voters, who have recognized our GLM 4.2 GRADE technology for outstanding technical achievement. Each year, the industry gathers at The NAMM Show to recognize the year’s triumphs, and we are proud to be honored alongside the audio community’s very best.”

Presented annually by NAMM, the TEC Awards recognizes the individuals, companies and technical innovations behind the sound of recordings, live performances, films, television, video games and multimedia. Now in its 38th year, the Awards are widely recognized as the highest honor dedicated to the pro audio and sound recording industry. It’s where the most outstanding products in the worlds of music making, live performances, video games, television and films are recognized and where creative luminaries like Les Paul, Peter Frampton, Quincy Jones, Joe Perry, Pete Townshend, Stevie Wonder, Joni Mitchell and Carol Kaye are celebrated for their musical contributions.

Through its Hall of Fame, the TEC Awards honors the pioneers of audio technology and the music industry’s most accomplished producers and audio technicians. The Les Paul Innovation Award pays tribute to musical artists and others whose work has exemplified the creative application of audio technology. TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past.

For more information, visit [www.tecawards.org](http://www.tecawards.org/).

About Genelec GLM GRADE™:
GRADE™ (Genelec Room Acoustic Data Evaluation) is a powerful new reporting tool in GLM that creates a full analysis of room and monitoring system performance, revealing the information needed to effectively fine tune acoustic treatment, adjust monitor and listener positioning, and optimize bass management.

About the Genelec 6040R Smart Active Loudspeaker:
Genelec’s two-way 6040R Smart Active Loudspeaker was introduced as the first model in its Signature Series. 20 years after the launch of the original 6040A, the newly re-imagined 6040R now features professional grade LF drivers, proprietary Class D power amplifiers, and tight integration with our GLM calibration software. This allows the 6040R to deliver clean performance, a consistently smooth frequency response, precise imaging and low distortion – even in challenging acoustic environments. Created in conjunction with celebrated Finnish industrial designer Harri Koskinen, the floor-standing 6040R fuses the very best of Finnish technology and design, bringing exceptional performance and beautiful aesthetics to all lovers of high-quality audio.

*...ends 478 words*

Photo file 1: Copley\_Martikainen\_Nieminen.JPG

Photo caption 1: (pictured L-R): Steffenee Copley, Genelec Inc. Western District Sales Manager; Juho Martikainen, Brand Art Producer at Genelec Oy; and Solja Nieminen, Business Manager, Professional Audio Monitoring at Genelec Oy, hold the NAMM TEC Awards presented to Genelec for Outstanding Technical Achievement in the Production Essentials category for [GLM 4.2 GRADE™](https://www.genelec.com/glm-grade) (Genelec Room Acoustic Data Evaluation) and Outstanding Technical Achievement in the Studio Monitors category for the [6040R](https://www.genelec.com/6040r) Smart Active Loudspeaker.

Genelec, the pioneer in Active Monitoring technology, is celebrating 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 celebrating over 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/.*