**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to demonstrate its product line at AES New York, room 3D06**

— Visitors to the demo room will get first-hand experience with the UNIO Personal Reference Monitoring Solution and a state-of-the-art immersive Smart Active Monitoring™ system —

*AES Show, New York, NY, October 8, 2024* — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, will be demonstrating its line of active monitoring solutions at the upcoming AES New York 2024 Convention, taking place Tuesday, October 8, through Thursday, October 10, at the Jacob Javits Center in Manhattan. The demos will take place in Genelec’s exhibition space, room 3D06.

Notably, making its U.S. debut will be Genelec’s new [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 a highly personal and truthful headphone monitoring experience.

Visitors will also get to experience a state-of-the-art immersive Smart Active Monitoring™ system consisting of Genelec 8381As as main L-R, an 8361A with W371A woofer system in the center position, four 8351Bs for surrounds and four 8341As for overheads, plus two 7380A subwoofers, all calibrated specifically for the room using GLM software. Stop by to get a personal demo of these powerful systems from Genelec’s team of friendly experts.

Additionally, the room will feature a number of guest speakers and lecturers throughout the convention.

Genelec event schedule:

Tuesday, October 8

1:00pm - Demos in Stereo and 3D  
2:00pm - Enveloping Masterclass with Richard King  
3:15pm - Enveloping Masterclass Susan Rogers  
4:30pm - Enveloping Masterclass with Morten Lindberg

Wednesday, October 9

10:00am - Demos in Stereo and 3D  
11:00am - Enveloping Masterclass with Ulrike & Jim  
2:00pm - Demos in Stereo and 3D  
2:00pm - Auditory Envelopment Paper (Room 1E03)  
3:15pm - Enveloping Masterclass with Kseniya Kawko  
4:30pm - Enveloping Masterclass with George Massenburg

Thursday, October 10

10:15 - Bob Katz & Hyunkook Lee: 3D for Two  
11:15am - Demos in Stereo and 3D  
12:00pm - Headphones in Monitoring Paper (Room 1E03)  
1:45pm - Marcela Zorro & Florian Camerer: 3D for Two  
3:00pm - Exploring Immersive Mixing Options with The METalliance

Genelec can be found in Room 3D06 at AES New York, and for more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: 2024\_Genelec\_AES\_NewYork.JPG

Photo caption 1: Genelec will be demonstrating its line of active monitoring solutions at the upcoming AES New York 2024 Convention, taking place Tuesday, October 8, through Thursday, October 10, at the Jacob Javits Center in Manhattan. The demos will take place in Genelec’s exhibition space, room 3D06.

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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*