**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec brings clarity to the renowned Berghs School of Communication in Stockholm**

— The award-winning school equips its new home with a Genelec Smart IP loudspeaker solution —

NATICK, MA, January 9, 2024 — Established in 1941, Stockholm-based [Berghs School of Communication](https://www.berghs.se/en/) is a world leader in communication, offering an advanced curriculum that covers everything from brand strategy to content design, illustration, marketing and art direction. When the school made the move to the newly developed Gasverket – a former gas plant in Stockholm that is now home to a growing community of cultural, educational, and social enterprises – it required a reliable and flexible audio solution. Working alongside Stockholm-based integrators [Scan AV](https://www.scanav.se/), Berghs chose a [Genelec Smart IP](https://www.genelec.com/smart-ip) loudspeaker system for its new venture.

“We moved to a new building and needed high-quality audio in the open areas,” begins Bosse Hjerpe, facility manager at Berghs. “We turned to Scan AV for a solution that was flexible and – due to cost reasons – networked. The building was empty and needed to be equipped with everything, so a networked solution was much cheaper.”

Dragan Nedeljkovic, audio integrator at Scan AV, adds: “I’ve known Genelec for a while and my experience of working with Smart IP has been excellent, so I wanted to continue to implement this technology. I know all the advantages of a networked solution, so I asked Berghs to install the initial infrastructure with lots of network outlets, which gave us the flexibility to design the system however we liked.”

Berghs’ new home in the Gasverket is in a central part of the newly developed Norra Djurgårdsstaden district, a former industrial part of Stockholm that is currently undergoing intensive modernization. Aiming to be complete by 2029/30, the finished project will be home to restaurants, hotels, concert halls and more – paying homage to Stockholm’s forward thinking industrial innovation.

The Berghs project began with a network that spanned all three stories of the building, allowing Scan AV to cover the required areas with ease whilst offering the flexibility to adapt the sound system as needed. Berghs’ previous campus was powered by over 30 Genelec [4020](https://www.genelec.com/4020c) installation models. The new system at Gasverket comprises 24 Genelec [4430](https://www.genelec.com/4430a) Smart IP loudspeakers, alongside eight of the previously used 4020 models that were brought over to be used as auditorium fills.

The Smart IP loudspeakers are distributed throughout the building, with a [Xilica FR-1 DSP](https://www.xilica.com/solaro/) connected via Dante® to the loudspeakers – giving Berghs full control over the system. Smart IP models offer power, audio and loudspeaker management over just one CAT cable, which ticked all the boxes for Berghs, including cost-effectiveness and simplicity of installation.

Zone one covers an open area between the entrance and the classrooms, as well as an informal hangout space and study area for students. Zone two covers the reception area and café, while zone three is a large open workspace. Zone four covers Berghs’ co-working area and zone five plays audio over an open elevated office space that is used by teachers, academics and their administration team.

To configure and calibrate the new system, Scan AV made full use of Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software, which is key to addressing the needs of installers. It solves common and project-specific audio problems quickly and easily, ensuring that the Smart IP system performs at its best.

“The entire building that Berghs now inhabits is equipped with integrated networked AV systems,” furthers Nedeljkovic. “Audio, video and system control are all placed on Berghs’ physical network and supply large meeting and auditorium functionality to the school’s bigger events. Everything is connected on one, easily accessible PoE+ powered network that spans four server rooms. This was key to the brief that we first received from Berghs. Their system includes a variety of AVoIP units, mixing consoles, cameras, projectors, control systems and Dante audio connections, all living on one network that easily integrates with the Smart IP range.”

Incorporating a Smart IP solution into its new space at Gasverket means that Berghs can continue its goal of educating the “top communicators of tomorrow” using sustainable, reliable and powerful technology from Genelec. Its new campus is just the beginning of what can be achieved in this up-and-coming corner of central Stockholm.

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

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Photo file 1: Berghs\_Business\_School\_PR\_Image\_1.JPG

Photo caption 1: Berghs School of Communication, Stockholm

Photo file 2: Berghs\_Business\_School\_PR\_Image\_2.JPG

Photo caption 2: Berghs School of Communication, Stockholm

Photo file 3: Berghs\_Business\_School\_PR\_Image\_3.JPG

Photo caption 3: Berghs’ sound system is based around 24 Genelec 4430 Smart IP loudspeakers

Photo file 4: Berghs\_Business\_School\_PR\_Image\_4.JPG

Photo caption 4: Exterior of Berghs School of Communication, Stockholm

PDF file: Berghs\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Berghs School of Communication case study

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.

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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;*

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