**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**South African integrators Cinema Architects power new Experience Centre with Genelec**

— Award-winning firm relies on Genelec for superlative audio solution —

NATICK, MA, November 14, 2023 — Based in Sandton, [Cinema Architects](https://cinemaarchitects.co.za/) is one of South Africa’s leading custom integration firms specializing in high-end residential AV systems. When the company decided to open an Experience Centre to showcase their work, they knew they had to set the bar high – very high. “We’ve won multiple awards for Best Home Cinema, so our Experience Centre has to reflect the same experience,” explains sales and marketing director Mauricio Tavares. “There is nothing else like this in South Africa – it sets a new benchmark for Home Cinema and Home Automation showrooms, showing prospective clients the functionality of home automation and offering the opportunity to listen to world-class home cinemas powered by [Genelec](https://www.genelec.com/).”

The new Experience Centre features two home cinema rooms: an intimate, bijou space measuring just 5.7 m by 4.2 m, and a larger, more imposing 7.5 m by 4.5 m room with a 3 m ceiling height. “The idea was to show how a large room can be made to feel cozy and inviting as well as deliver exceptional audio quality, filling the room with transparent but powerful sound,” says Tavares.

Two rows of comfortable seats, each with their own ottoman, set the tone. Cinema Architects have been equally innovative with the acoustic treatment, installing an acoustic board on the ceiling punctuated by different size apertures, which creates a unique visual effect. Above this can be found acoustic treatment of various thicknesses depending on the reflection point. The effect is further enhanced with fading fiberoptic starlights, while two large floating golden discs suspended from the ceiling complete the look.

When it came to the audio system, Cinema Architects were categoric in their choice: “Acoustically, we knew it had to be Genelec!” enthuses Tavares. “Our successes with Genelec over the last ten years, including winning World’s Best Home Cinema in 2021, have given us great confidence in the brand. We appreciate their active design which simplifies installation, their elegant aesthetic and of course their superlative, transparent sound quality.”

Cinema Architects opted for a 7.2.4 immersive [Dolby Atmos](https://www.dolby.com/en-gb/technologies/dolby-atmos/) loudspeaker system with three slimline [1238DF](https://www.genelec.com/1238df) three-way smart active studio loudspeakers acting as the main LCR, concealed behind the 4 m micro-perforated screen. These are supplemented by four [AIW25](https://www.genelec.com/previous-models/aiw25) in-wall models in the surround positions, with four [AIC25](https://www.genelec.com/previous-models/aic25) in-ceiling models handling the height channels. A pair of [7370](https://www.genelec.com/7370a) 12-inch smart active subwoofers placed beneath the screen complete the system. A [DreamVision](https://dreamvision.net/products/) 8k laser projector handles video, paired with a [NAD 778](https://nadelectronics.com/product/t778-surround-amplifier/) AV receiver for the Dolby processing. Clients can also compare image quality from a variety of sources including a 4k [Apple](https://www.apple.com/uk/) TV, a [Panasonic](https://www.panasonic.com/uk/corporate/sustainability.html?utm_source=google&utm_medium=cpc&utm_campaign=pgi2023&gclid=CjwKCAjwjOunBhB4EiwA94JWsAvmc7UPgD055hMPR4Io5Z3iwIdPUu_tWX2usWB2Kt_4nrvA1rqtwBoC9rwQAvD_BwE) Blu-Ray player and a [Zappiti](https://www.zappiti.com/) media player.

“This combination gives us balanced audio throughout any movie genre, from live music to action-packed movies,” remarks Tavares. “The audio remains clean and strong no matter the content. This versatility is a real selling point with our clients.”

The smaller cinema room is dedicated to true movie buffs who enjoy superior image quality complemented by even better audio performance. As a dedicated demo room, Cinema Architects chose to show off the Genelec speakers rather than hiding them.

Impeccably appointed in terms of furnishing, lighting and wall cladding, where this room differs from a traditional home cinema is in the choice of screen. “Instead of a traditional projector, we chose the [Samsung](https://www.samsung.com/uk/) 110-inch Micro LED screen – arguably the best picture quality available today,” describes Tavares. “It’s an imposing screen, and rare – indeed, this is currently the only one on the African continent.” Consequently, as loudspeakers cannot be hidden behind the screen, Cinema Architects installed a TV cabinet below the screen to house the LCR loudspeakers.

“The audio had to match the picture quality,” he continues. “We specifically did not want substantial obtrusive speakers. Instead, we were looking for very detailed audio with quality taking precedence over SPL. Consequently, for LCR, we opted for the [8331](https://www.genelec.com/8331a) three-way coaxial models from the renowned ‘The Ones’ series. Besides its beautiful aesthetics, we knew that sound quality would be impeccable, and they delivered without question. Low end comes from a single [7360](https://www.genelec.com/7360a) subwoofer; with a room this size, we know a single 7360 suffices without compromise. For rear and surround speakers, we opted for a pair each of the compact [8320](https://www.genelec.com/8320a) smart active loudspeakers for a 7.1 configuration. This smart active setup enabled us to use [GLM software](https://www.genelec.com/glm) to calibrate the entire system to the room and achieve the best possible performance. The results are incredible, and the audio performance is astounding – filling the room with detailed clean vocals and music tonality that must be heard to be believed. This room has become extremely popular; we could not be happier with the results. It is beyond impressive, even by our standards.”

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

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Photo file 1: Cinema\_Architects\_PR\_Image\_1.JPG

Photo caption 1: The larger “Cinema 2” room of the Cinema Architects Experience Centre

Photo file 2: Cinema\_Architects\_PR\_Image\_2.JPG

Photo caption 2: The smaller “Cinema 1” room of the Cinema Architects Experience Centre

Photo file 3: Cinema\_Architects\_PR\_Image\_3.JPG

Photo caption 3: Both rooms deploy Genelec smart active loudspeakers and subwoofers

PDF file: Cinema\_Architect\_Experience\_Centre\_Genelec\_Case\_Study\_FINAL.pdf

PDF caption: Genelec Cinema Architects Experience Centre 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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