**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec recognized in prestigious Fennia Prize design competition**

NATICK, MA, May 26, 2022 — 20 years on from the launch of the original 6040 loudspeaker model, Genelec is delighted that its newly re-imagined [6040R Smart Active Loudspeaker](https://www.genelec.com/6040r) has been recognized with an “honorable mention” in this year’s prestigious Fennia Prize design competition, with Genelec also picking up the IPR Excellence Prize for its work in protecting its intellectual property rights.

Introduced in 2003, the [Fennia Prize](https://www.designforum.fi/en/prizes/fenniaprize/) is one of Finland’s most prominent design competitions. Organized by Design Forum Finland and Fennia in cooperation with the Finnish Patent and Registration Office and Elo, the bi-yearly competition awards companies and organizations that use design extensively in their business operations. Judged by an expert panel, the prize winners must demonstrate high-class design competence with a focus on customer needs, innovation, design quality and sustainability.

The [original 6040](https://www.genelec.com/previous-models/6040a), designed in collaboration with leading Finnish designer Harri Koskinen, also achieved an honorable mention at the very first 2003 Fennia Prize awards, and this groundbreaking loudspeaker model marked the beginning of a long and successful collaboration between Genelec and Koskinen. Koskinen’s bold, minimalist Nordic styling has influenced countless Genelec models over the last two decades, bringing a unique voice to the aesthetic of Genelec loudspeakers and subwoofers. In both 2009 and 2017 this collaboration was recognized again by the Fennia Prize panel, with awards going to the [5040A subwoofer](https://www.genelec.com/previous-models/5040a) and [8351A coaxial loudspeaker](https://www.genelec.com/previous-models/8351a) respectively.

The newly re-engineered 6040R fuses the very best of Finnish technology and design, bringing exceptional performance and beautiful aesthetics to all lovers of high-quality audio. Designed and built to the highest environmental standards in Iisalmi, Finland, its fluid curves are fashioned from die-cast recycled aluminum, creating a truthful, uncolored loudspeaker that will become the aural and visual centerpiece of any listening environment.

With professional grade LF drivers, proprietary Class D power amplifiers and tight integration with Genelec’s GLM calibration software, the 6040R delivers clean performance, a consistently smooth frequency response, precise imaging and low distortion – even in challenging acoustic environments.

Alongside the 6040R’s honorable mention, the IPR Excellence prize also forms part of the Fennia Prize program, and is organized by the Finnish Patent and Registration Office. Awarded for the commendable protection of intellectual property rights (IPR), Genelec was particularly recognized for the protection of its model rights, patents and trademarks. As a company whose R&D work is founded on technical innovation and the pursuit of excellence, close attention to IPR has long been a focus for Genelec, and the prize is highly valued and appreciated within the company.

“Genelec’s great insight was to intertwine the industrial and acoustical design of the speaker,” comments the Fennia Prize team. “Thus, art and technology design work together complementing each other, and the result is more than the sum of its parts. Design is deep in the company’s strategy and all of its functions, having become a strong brand element and international competitive advantage.”

Genelec Managing Director Siamäk Naghian adds, “Recognition by the Fennia Prize panel is a very welcome endorsement of our approach to design. 20 years after its original launch, we’re proud that the new 6040 continues to receive accolades for both its class-leading audio performance and visual aesthetic. As a company, we’ve long considered sustainability to be as important as profitability and sound quality, so the timelessness of the 6040 completely embodies our design philosophy. We’re confident that our customers will still be enjoying the sound and appearance of the 6040 decades into the future.”

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

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Photo file 1: 2022\_Genelec\_6040R\_FenniaPrize\_PR\_01\_a.JPG

Photo caption 1: Genelec Managing Director Siamäk Naghian pictured with the 6040R loudspeaker and Fennia Prize certificates.

Photo file 2: 2022\_Genelec\_6040R\_FenniaPrize\_PR\_02.JPG

Photo caption 2: Designer Harri Koskinen pictured with the 6040R loudspeaker.

Photo file 3: 2022\_Genelec\_6040R\_FenniaPrize\_PR\_03.JPG

Photo caption 3: The 6040R loudspeaker.

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 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/.*