**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec offers 4435A and 4436A Smart IP speakers**

*InfoComm, Las Vegas, NV, June 12, 2024* — [Genelec](http://www.genelec.com/) (booth #C5034), the leader in active monitoring technology for over 45 years, is showcasing its [4435A](https://www.genelec.com/4435a) Smart IP Active In-Ceiling Speaker and [4436A](https://www.genelec.com/4436a) Smart IP Active Hanging-Pendant Speaker at InfoComm 2024. Like all members of the Genelec Smart IP range, the 4435A and 4436A give integrators access to premium sound quality, aesthetics and reliability combined with the advanced flexibility, cost-effectiveness and ease of installation provided by PoE connectivity.

The 4435A in-ceiling speaker offers audio performance of the highest quality, with the added ease of installation, system scalability and simple operation of Smart IP's single-cable networked technology. Designed for discreet in-ceiling installation, the durable and functional 4435A provides exceptional long-term value for premium AV installations. The two-way 4435A is delivered with a choice of easy-fit round or square grilles in either a black or white finish.

The 4436A hanging pendant speaker is specially designed for AV installations in open high-ceiling spaces, easing targeted sound distribution while combining subtle aesthetics with the highest quality sound reproduction. The elegant and highly durable steel pendant design provides exceptional long-term value for premium AV installations and is available in a choice of black or white finish.

All of Genelec’s Smart IP loudspeaker models are compatible with Dante and AES67 streams and integrate closely with [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software to offer robust device discovery, room equalization tools, system organization and status monitoring features.  Additionally, Smart IP gives installers the possibility to configure an almost unlimited number of rooms, zones, individual loudspeakers and audio channels and easily integrates with third-party controllers via Smart IP’s open API and growing series of automation drivers.

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

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Photo file 1: 4435A\_Front\_Back.JPG

Photo caption 1: Genelec 4435A Smart IP Active In-Ceiling Speaker

Photo file 2: 4436A.JPG

Photo caption 2: Genelec 4436A Smart IP Active Hanging-Pendant Speaker

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.

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/.*