**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to exhibit its range of Smart IP installation loudspeaker solutions at InfoComm 2024**

*InfoComm, Las Vegas, NV, June 12, 2024* — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for over 45 years, will be showcasing its full range of Smart IP loudspeaker solutions at InfoComm 2024 at its exhibition booth, #C5034.

The Genelec [Smart IP](https://www.genelec.com/en/smart-ip) range gives integrators access to premium sound quality, aesthetics and reliability combined with the advanced flexibility, cost-effectiveness and ease of installation provided by PoE connectivity. 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.

Debuting at InfoComm is the [3440A](https://www.genelec.com/3440a) – a truly pioneering new PoE subwoofer, joining the existing Smart IP models to provide a scalable full-range audio solution that combines exceptional sound quality and networked convenience. With the addition of the 3440A, the Smart IP family now represents an even more flexible and future-proof choice for integrators and installers everywhere. Available in black or white finishes, the 3440A can be discreetly integrated into any environment, and can either be positioned on the floor, or mounted on the wall or ceiling via an optional heavy-duty bracket. The active design of the 3440A provides both optimum audio performance and removes the need for bulky racks of external amplifiers and their associated cabling. Measuring just 475 mm x 475 mm x 220 mm (18.75 in x 18.75 in x 8.75 in) and weighing in at a modest 14.5 kg (32 lb), the compact design of the 3440A features a 165 mm (6.5 in) driver, an efficient 70 W internal Class D amplifier stage and dual reflex ports, delivering clean, controlled low-frequency performance between 35 and 120 Hz. The 3440A’s proprietary internal power supply technology stores power in order to produce an impressive 106 dB of short-term SPL whenever needed.

The following additional Genelec Smart IP models will be on display at booth C5034: [4410A](https://www.genelec.com/4410a), [4420A](https://www.genelec.com/4420a) and [4430A](https://www.genelec.com/4430a) Smart IP Installation Speakers, along with [4435A](https://www.genelec.com/4435a) in-ceiling and [4436A](https://www.genelec.com/4436a) hanging-pendant models.

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Photo file 1: Genelec\_ProductLineupGraphic.JPG

Photo caption 1: Genelec will be showcasing its full range of Smart IP loudspeaker solutions at InfoComm 2024 at its exhibition booth, #C5034

Photo file 2: 3440A\_PR\_Image\_1.JPG

Photo caption 2: The Genelec 3440A Smart IP PoE Subwoofer

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/.*