**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec helps create work-life balance for UNITY Aarhus**

— New Danish co-working location installs nearly 60 Genelec 4020 loudspeakers —

*InfoComm, Las Vegas, NV, June 12, 2024* — [UNITY Living](https://unity-living.com/en/), a branch of new-build furnished apartments in the Nordics, is challenging the way we live and work by offering a modern and convenient approach with everything you need under one roof. The most recent hybrid accommodation to be added to the company’s portfolio is UNITY Aarhus. The 28-story complex features advanced co-working spaces, fully equipped gyms, cozy lounge areas, cafes and a rooftop terrace – alongside its selection of hotel rooms and apartments. The entire complex has an impressive AV solution, which features 58 Genelec (booth #C5034) [4020](https://www.genelec.com/4020c) Installation loudspeakers.

The team behind the extraordinary project is [TuneButler](https://tunebutler.dk/), a Copenhagen-based control manufacturer who knows all too well about the influence of good sound. “We have been working with UNITY since they opened their first location in Stockholm,” begins Kasper Hollænder, CEO of TuneButler. “They wanted to create an appealing atmosphere for customers and, of course, music and sound is a huge part of that. In the previous builds, we supplied our audio-visual control solution and curated playlists to suit each environment, but at UNITY Aarhus we were also responsible for the entire design and installation of the AV system. [Genelec](https://www.genelec.com/) is a brand that I know I can rely on for incredible sound and that’s why we chose them for UNITY.”

The vast building is architecturally magnificent, taking the form of winding steps down into the grounds of the city. Inside, UNITY Aarhus is minimalist, designed in collaboration with British design studio [Tom Dixon](https://www.tomdixon.net/en_gb). This is carried through to each area of UNITY, from the 652 rental apartments to the fitness centers, yoga studios, lounge spaces and meeting spaces, all of which required their own unique AV system.

“Each of the individual spaces demanded individual specifications, and the system also had to deliver information and services,” furthers Hollænder. “With Genelec you have great sound everywhere. Whether that’s in the meeting rooms, the home cinema, or a fitness environment where the bass is required to be a little punchier, Genelec’s products deliver without fail. Additionally, Genelec’s [4000 series](https://www.genelec.com/4000-series) comes with Euroblock connector terminals. This makes signal connections 75% faster as the speakers can be easily daisy-chained together. The sound and magnitude of the output compared to the speaker size is very effective, and they look great with the minimalist interior of UNITY.”

Three TuneButler [MFB Music Players](https://tunebutler.dk/audio) control both the background music and multiple NEC screens on the basement and ground floor, making it easy to choose the music across the multiple zones. At the center of the system is a Q-SYS Core 8 Flex control processor that targets the processing requirements of the yoga studio, reception and lounge areas via Q-SYS iPads with zone control. Each of these areas features a selection of Genelec 4020 loudspeakers in both black and white finishes.

On the first floor of UNITY Aarhus, TuneButler installed two black 4020 models in three separate meeting rooms, alongside three NEC MultiSync E658 screens and three Biamp Impera Uniform 8 control pads, which provide intuitive, user-friendly interfaces for each presentation room. Additionally, the library houses four 4020 loudspeakers in white.

A large events space sits on the 12th floor, where TuneButler integrated eight more 4020 loudspeakers, alongside a Biamp Impera Uniform 8, NEC MultiSync screen and a TuneButler MFB Media Player. “We have combined the control of digital signage with the same platform as background music, which makes the control of all the AV content in a space like UNITY very easy,” explains Hollænder. “This was a demand from the client, since they wanted to spend less time controlling and more time being creative. We also realize the importance of music in an environment, and we selected the content for each environment individually. The Genelec system handles these diverse requirements very well, and we’ve had no problems at all with the audio.”

UNITY Aarhus is a project that fuses innovative AV technology from Nordic pioneers Genelec and exciting newcomers TuneButler to create a modern, multi-functional space. The integration of Genelec’s 4000 Series loudspeakers offers clear, intelligible audio that’s able to adapt to a range of unique settings. The result is a stunning example of how to strike a simple work-life balance with forward-thinking technology and design.

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

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Photo file 1: UNITY\_Aarhus\_PR\_Image\_1.JPG

Photo caption 1: The UNITY co-working location in Aarhus, Denmark

Photo file 2: UNITY\_Aarhus\_PR\_Image\_2.JPG

Photo caption 2: The UNITY co-working location in Aarhus, Denmark

Photo file 3: UNITY\_Aarhus\_PR\_Image\_3.JPG

Photo caption 3: UNITY Aarhus features almost 60 Genelec 4020 loudspeakers

Photo file 4: UNITY\_Aarhus\_PR\_Image\_4.JPG

Photo caption 4: The exterior of the UNITY building in Aarhus

PDF file: Unity\_Case\_Study\_FINAL.PDF

PDF caption: Genelec UNITY Aarhus case study

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.

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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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