**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec strengthens Smart IP portfolio with in-ceiling, pendant and subwoofer offerings**

InfoComm, Orlando, FL, June 11, 2025 — [Genelec](http://www.genelec.com/) (booth 6781) has expanded its Smart IP family with three models: the [4435A](https://www.genelec.com/4435a) Smart IP Active In-Ceiling Speaker, the [4436A](https://www.genelec.com/4436a) Smart IP Hanging Pendant Speaker, and the [3440A](https://www.genelec.com/3440a) Smart IP Active Subwoofer. These models combine exceptional sound quality, elegant design, and the flexibility of Smart IP’s single-CAT cable technology, providing scalable, easy-to-install solutions for premium AV projects in retail, hospitality and public spaces.

The 4435A delivers pristine audio performance for discreet ceiling-mounted installations, featuring 104 dB SPL output and a 58 Hz–39 kHz frequency response, with round or square magnetic grilles in black or white. The 4436A is ideal for open, high-ceiling spaces, offering targeted sound distribution from a robust steel pendant enclosure, available in black or white.

The 3440A Smart IP Active Subwoofer extends low-frequency performance down to 35 Hz with 106 dB SPL output, all via a single PoE cable. Its compact size and active design eliminate the need for external amplifiers, enabling space-saving, full-range Smart IP systems.

All models support Dante and AES67 streams and integrate with Genelec’s Smart IP Manager software for system configuration, room equalization, and monitoring. Genelec also offers third-party drivers for Crestron, QSC Q-SYS, Pharos, Lightware, Symetrix, Control4 and AMX systems.

The models are a perfect complement to the Genelec 4410A, 4420A, and 4430A two-way, on-wall Smart IP loudspeakers. All are available immediately from Genelec, Inc.

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Photo file 1: 4435\_4436\_3440.JPG

Photo caption 1: Pictured L-R: Genelec 4435A Smart IP Active In-Ceiling Speaker, the 4436A Smart IP Hanging Pendant Speaker, and the 3440A Smart IP Active 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.

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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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*