**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec exhibits its Smart IP installation loudspeaker solutions**

InfoComm, Orlando, FL, June 11, 2025 — [Genelec](http://www.genelec.com/) (booth 6781) will be showcasing its full range of Smart IP loudspeaker solutions, offering integrators premium sound quality, sleek design and reliability, along with the flexibility, cost-efficiency, and easy installation of PoE connectivity. All Smart IP models support Dante® and AES67 streams and work seamlessly with Genelec’s Smart IP Manager software, which allows installers to configure an almost unlimited number of rooms, zones, loudspeakers and audio channels, and also includes device discovery, a versatile room EQ tool set, system organization and status monitoring. Genelec’s Smart IP Controller app can then be downloaded to either a smartphone or tablet to give the user day-to-day control of mute, volume, power on/off and zone control.

On display are the Smart IP Installation speakers — a range of networked active loudspeaker systems that deliver exceptional audio, power and sophisticated loudspeaker management via a single CAT cable. Featured are the [4410A](https://www.genelec.com/4410a), [4420A](https://www.genelec.com/4420a), and [4430A](https://www.genelec.com/4430a) 2-way, on-wall speakers along with [4435A](https://www.genelec.com/4435a) in-ceiling and [4436A](https://www.genelec.com/4436a) hanging-pendant models. Additionally, the company will be showing its wide range of accessories and versatile mounting options for easy installation in different applications.

Also spotlighted is the [3440A](https://www.genelec.com/3440a) PoE subwoofer, which offers high-quality sound and networked convenience. Available in black or white, it can be floor-mounted or installed on walls or in ceilings using an optional bracket. Its active design eliminates the need for external amplifiers and extra cabling. Compact, measuring 18.75 x 18.75 x 8.75 inches and weighing 32 lbs, the 3440A features a 6.5-inch driver, 70 W Class D amplifier, and dual reflex ports for clean low-frequency output from 35 to 120 Hz. An internal power supply enables up to 106 dB of short-term SPL.

All models are available immediately from Genelec, Inc.

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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 2025

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/.*