**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Sydney’s JMC Academy renovates with Genelec**

NATICK, MA, March 22, 2022 — The recent renovation of [JMC Academy](https://www.jmcacademy.edu.au/)’s Sydney campus has seen two of its studios equipped with Genelec Smart Active Monitoring solutions. The new studios needed to give JMC’s students the experience of working with high-end professional equipment while also providing the longevity required by educational institutions.

JMC’s Sydney campus studios were fully redesigned from the ground up by architect Shaun Carter and interior designer Julie Niass, from architectural firm [Carter Williamson](https://www.carterwilliamson.com/). The renovation required the multifunction Studio A and the adjacent Studio C to have both surround and stereo monitoring configurations. Acoustic engineer Glenn Leembruggen of [Acoustic Directions](https://www.acousticdirections.com/) specified Genelec’s “The Ones” series for the studio redesign and, with the help of Genelec’s Australian distributor [Studio Connections](https://studioconnections.com.au/), was able to deliver a quality design solution.

Having previously relied on a pair of 20-year-old [1034A](https://www.genelec.com/previous-models/1034a)s in Studio A, JMC was aware of Genelec’s longevity. Centering around a 48 channel SSL Duality Console, the design team opted for [8361A](https://www.genelec.com/8361a) monitors to be soffit-mounted into the wall in the LCR positions, with a pair of [8351B](https://www.genelec.com/8351b)s straddling the console bridge as stereo nearfields. Supporting these are [8340A](https://www.genelec.com/8340a)s for the rears and a [7360A](https://www.genelec.com/7360a) for the sub, resulting in a fully independent 5.1 surround system. “For students to work on post-production video mixes or record a full band, Genelec monitors offer an amazing sonic performance,” says Paul Newcomb, Business Development Manager at Studio Connections.

Studio C was ultimately fitted out with a pair of Genelec 8351Bs, also seamlessly soffit-mounted into the wall and reproducing every subtle nuance of the music being heard in incredible detail. “The music seemed to float mid-air like a transparent three-dimensional puzzle,” adds Newcomb. “Robust and durable, they were able to perform at their breath-taking best and sounded fantastic.”

Due to the diversity of mixes and applications in each studio, the design team calibrated the entire installation with Genelec’s [GLM](https://www.genelec.com/glm) loudspeaker management software, fully optimizing every monitor for the room and allowing users to switch between monitors and maintain precise control of listening levels in each studio. “GLM always plays a major role in the sound of the monitors,” Newcomb explains. “Each space is different, and being able to automatically calibrate the monitor to sound neutral within any given room is a real benefit. The flexibility to set up and store groups, settings and listening positions is extraordinary – Genelec is definitely in a class of its own with this technology.”

The final result has impressed the team at JMC as they’re now able to offer a space that audio engineers and producers are happy to work in. The studios boast an inspiring, world-class atmosphere, allowing students to access real-world experiences of audio engineering and production during their training.

“For students, facilities like JMC Academy are often the first time they get to experience a professional recording environment,” Newcomb concludes. “JMC have provided them with a great opportunity to learn their craft using monitors which tell the truth, sonically. We’re confident that their experience will be a positive one and that working with Genelec will become a partnership that they can trust in for many years to come.”

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

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Photo file 1: JMC\_Academy\_PR\_Image\_1.JPG

Photo caption 1: Studio A at JMC Academy

Photo file 2: JMC\_Academy\_PR\_Image\_2.JPG

Photo caption 2: Studio A at JMC Academy

Photo file 3: JMC\_Academy\_PR\_Image\_3.JPG

Photo caption 3: Studio C at JMC Academy

PDF file: JMC\_Case\_Study\_final.PDF

PDF caption: Genelec JMC Academy case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 celebrating 15 years of its 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/.*