**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Kajaani University partners with Genelec to create Audio Production Hub**

*—* View video here: <https://youtu.be/0OkjM0zcxpA> —

NATICK, MA, October 19, 2022 — Finland’s [Kajaani University of Applied Sciences](https://www.kamk.fi/) (KAMK) has entered into a long-term partnership with [Genelec Oy](http://www.genelec.com/), the Iisalmi-based manufacturer of active loudspeaker monitoring systems, to develop an Audio Production Hub within the university’s campus. This innovative venue will grow over the next few months with plans for a podcast studio, digital audio design unit, immersive gaming center, streaming studio and more. Each of the spaces will be equipped with a selection of Genelec studio monitoring systems.

The goal of this collaboration is to provide additional opportunities for students within various degrees, including Esports Business and Game Development, to explore the world of immersive audio design while allowing for incredible event production capabilities for the on-site professional esports organization, [KAMK.GG](https://www.kamk.gg/), which is wholly run by the university’s students.

As a nation, Finland has a distinguished involvement with the world of gaming, and the country has produced some of the world’s most celebrated and successful game development companies. Academia has also played a significant role in this success, through KAMK’s own Game Development degree – which was one of the first courses of its kind. KAMK’s subsequent Esports Business degree has very few equivalents, making Kajaani an attractive destination for students the world over.

Richard Withers, Esports Development Manager at KAMK and COO of KAMK.GG said “As a university and brand with a truly international focus, it is always an exciting opportunity for us to be able to collaborate with local Finnish organizations who share a similar mindset of global development. Genelec is a world-renowned leader in the audio market, and we are thrilled to assist with bringing their technology to the gaming space.”

Siamäk Naghian, Genelec Managing Director,added, “We have a long and proud history of collaborating with academic institutions around the world to help nurture the next generation of talented individuals. We are also passionate about technical innovation, and the cutting-edge world of game audio and immersive sound design is without doubt one of the most exciting areas of our industry right now. We are truly excited to see what the students at KAMK can create with their new Production Hub!”

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

Video: “KAMK.GG x Genelec | Official Partnership Announcement”: <https://youtu.be/0OkjM0zcxpA>

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Photo file 1: KAMK\_PR\_image\_1.JPG

Photo caption 1: KAMK’s Richard Withers (L) pictured with Genelec’s Jussi Tikkanen (R).

Photo file 2: KAMK\_PR\_image\_2.JPG

Photo caption 2: Genelec studio monitors already feature in KAMK’s new audio production hub.

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.

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/.*