**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Phiphen Studios offers expanded post-production services with Genelec immersive system**

— New Jersey’s Phiphen Studios chooses Genelec for cutting-edge Dolby Atmos® mix room —

The NAMM Show, Anaheim, CA, January 23, 2025 — Phiphen Studios, one of New Jersey’s leading post-production facilities, recently installed 11 Genelec 8330A three-way coaxial monitors in its state-of-the-art Dolby Atmos® mix room. This strategic move reinforces the studio’s commitment to delivering high-quality sound for feature films and television projects across the state.

“We’re proud to be one of the few post-production facilities in New Jersey offering a full range of services,” says Aldey Sanchez, Managing Director of Phiphen Studios. “From dailies and archival to VFX to sound to color and finishing and mastering, we do it all. Adding Genelec monitors to our Atmos mix room ensures that we can meet the growing demand for premium audio services.”

Located in northern New Jersey, not far from New York City, Phiphen Studios serves as a turnkey production hub. With a sprawling 10,000-square-foot facility, including a 25-seat 4K grading theater, color suites, offline edit rooms, and more, Phiphen has become a go-to destination for filmmakers and producers looking for comprehensive post-production services in the region. Since its official launch in 2022, Phiphen Studios has completed a variety of projects, all shot within New Jersey, showcasing the state’s booming production scene. Notable projects include Sean Penn and Dakota Johnson’s film *Daddio* and the upcoming feature *Y2K*.

The decision to incorporate Genelec 8330A Smart Active Monitors into their Atmos room was made with a forward-thinking approach. “As the industry evolves, more projects are requesting Dolby Atmos capabilities,” Sanchez explains. “Genelec was a natural choice for us because of their form factor, quality, and reputation in the industry. Immersive experts came in to calibrate the system, and they were impressed with the setup.”

When it came to the design and installation of the Atmos system, Phiphen Studios worked closely with Skyline Finishing (previously Final Frame), a renowned sound facility, to configure the room. “They served as consultants, helping us make the most of the space we had available, and we’re extremely happy with the results,” says Sanchez.

As Phiphen Studios continues to expand its offerings, the addition of Genelec monitors positions the company as a key player in the Northeast’s post-production landscape, providing top-tier sound capabilities for both local and international projects.

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

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Photo file 1: Phiphen\_SoundRoom\_Photo1.JPG

Photo caption 1: The state-of-the-art Dolby Atmos® mix room at Phiphen Studios features 11 Genelec 8330A three-way coaxial monitors (photo 1)

Photo file 2: Phiphen\_SoundRoom\_Photo2.JPG

Photo caption 2: The state-of-the-art Dolby Atmos® mix room at Phiphen Studios features 11 Genelec 8330A three-way coaxial monitors (photo 2)

Photo file 3: Phiphen\_SoundRoom\_Photo3.JPG

Photo caption 3: The state-of-the-art Dolby Atmos® mix room at Phiphen Studios features 11 Genelec 8330A three-way coaxial monitors (photo 3)

Photo file 4: Phiphen\_SoundRoom\_Photo4.JPG

Photo caption 4: The state-of-the-art Dolby Atmos® mix room at Phiphen Studios features 11 Genelec 8330A three-way coaxial monitors (photo 4)

PDF file: PhiphenStudios\_Genelec\_CaseStudy\_Web.pdf

PDF caption: Genelec Phiphen Studios 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; Fax: (508) 652-0909;*

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