

GENELEC®

# CASE STUDY

**Genelec brings music  
and movies to life for  
Norwegian audiophile**

GENELEC FAN CHOOSES  
CUSTOM SOLUTION FOR  
HIS HOME TV SETUP





## **GENELEC TAKES PRIDE OF PLACE** IN SOPHISTICATED CUSTOM LIVING ROOM INSTALLATION



**W**hen opting for a high-end sound system to complement a new home TV, a customised, one-of-a-kind [Genelec](#) system is the Rolls Royce of solutions. Choosing models that are usually found powering high-end music or post-production rooms, this residential installation brings together the high-SPL

[S360](#) loudspeakers and a custom white [7382](#) subwoofer to create a stereo system that sounds every bit as good as it looks.

It was Genelec's Norwegian distribution partner [Benum](#) that helped this audiophile realise his dream of integrating a system from his favourite loudspeaker brand into his living room. The audio fanatic already owned a pair of [8351](#) studio loudspeakers, which got him

# ” GENELEC DELIVERS AN UNBEATABLE COMBINATION OF FORM AND CONTENT.

acquainted with Genelec's sonic clarity, but this time he was looking for a system that would predominantly be used for film and music. Comprising two S360 two-way studio loudspeakers alongside the 7382 subwoofer – all in a striking white finish – the system is run using Genelec's [GLM](#) (Genelec Loudspeaker Manager) software.

“It was important for the set-up to have low-frequency capabilities and plenty of dynamics,” he begins. “I wanted Genelec because the company has been a provider of reference-class audio based on insights in acoustical science for 45 years. It is constantly innovating and has an emphasis on values, its workers, the environment and long-term sustainability. This all makes Genelec an extremely reputable company in my eyes.”

The owner had spent time listening to the S360s both at home and at several exhibitions

across the region before choosing them for his personal space. “My decision to acquire the S360 and 7382 was no coincidence,” he admits. “The shape of the S360 is exquisite. It's striking how form and function play together for a result that pleases the eye. Enthusiastic audiophile friends of mine who have seen the setup think the S360 is big, but nice looking for a domestic environment.

“The aesthetics of the 7382 subwoofer exude a certain harmony, too. It's simply a big box that could be seen as a piece of furniture – the finish and design details of the S360 and 7382 are on a par with what you would expect from famous Danish furniture producers. Consequently, Genelec delivers an unbeatable combination of form and content.”

The room is around 15.4 sq metres in size and benefits from good acoustics and little



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reverberation. The owner opted for an entirely digital signal chain for the new system – the speakers get AES-EBU signals from a [Mutec MC-3+USB](#) digital converter and switch, and the TV gets signals via 4K [Apple TV](#), as well as a [Sony X800M2](#) Blu-ray player and a Mac. From the TV – which is a Sony AG9 77” model – an optical Toslink cable is connected to the Mutec device, to provide audio.

From the Blu-ray player, a coaxial RCA-BNC cable is also connected directly to the Mutec for audio, and a USB cable integrates the Mac Mini here too, which is controlled by Roon for music. The Mac Mini also runs the GLM software for complete system calibration.

“GLM opens up the possibilities for detailed manual adjustments and means that you

reduce the need for external boxes like amplifiers and DACs, which results in less clutter and a smaller footprint. The software also brings you a little closer to reference-class sound reproduction, which we wouldn’t have been able to achieve without this tool,” he explains.

Working alongside Benum, the Genelec system was set up and ready to play after a mere two hours of work. “The Genelec sound is different. It’s more direct, with less contribution from the room,” the audiophile concludes. “I wanted to experience another state-of-the-art Genelec route to reference-class sound reproduction and that’s definitely what we’ve achieved with this system, despite it being on such a small scale.”



## THE KIT

- 2 x S360A
- 1 x 7382A
- 1 x GLM Software

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