**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Smart IP Brings Immersive Storytelling to Portlantis, Port of Rotterdam**

— Integrated AV helps navigate the past, present and future of the Port of Rotterdam —

NATICK, MA, October 14, 2025 — [Portlantis](https://www.portofrotterdam.com/en/portlantis) is an exciting new visitor and exhibition center for the Port of Rotterdam, located at the port’s western-most point in Maasvlakte, Netherlands. First opened in early 2025, the educational space invites visitors to journey through the port’s 100-year history, experience the port of today, and take a glimpse into the future. This modern, multi-use building spans five rotated spaces, catering for school trips, tourists and business meetings. To help immerse visitors in the port’s fascinating story, systems integrator [Ata Tech BV](https://www.ata-tech.nl/en/) and project sound designer Danny Weijermans selected [Genelec’s 4410 Smart IP loudspeakers](https://www.genelec.com/4410a) to deliver engaging sound across every floor.

Connected by a 22-meter-tall atrium, the three exhibit levels host their own individual displays for visitors to discover, covering the port’s history, its impact on the economy, as well as its climate-neutral goals and exciting innovations. Much more than just a standard exhibition space, each floor has been designed to engage visitors with touch screens, motion sensors, games, interactive labs, AR and VR experiences. The goal was to bring this all together into one unified AV system, streamlining the sound as visitors walk through each connected space.

“The brief was to create a three-dimensional experience with sound that enables you to ‘feel’ rather than just ‘hear’,” explains Weijermans. “From very early on I knew that the project would need many small loudspeakers on every level rather than a few large ones – this avoids the impression of sound coming from one specific direction and creates a smoother flow between exhibits.” Ata Tech installed over 80 Genelec 4410 Smart IP loudspeakers over the three exhibit floors, delivering extraordinary coverage, clarity and intelligibility – essential in such a complex, and often noisy, space.

“The center’s acoustic landscape reflects the port environment with sounds like hammers on metal, wind turbines and birds, but also more abstract music that takes you on a journey,” continues Weijermans. “The 4410s bring these natural harbor sounds to life, ensuring visitors feel as though they are in the heart of the action.” The building’s open, central atrium created its own unique challenge, with the sound from each individual exhibit needing to blend into one balanced, central soundscape. Together with exhibition designer Kossmanndejong, Weijermans meticulously planned the location of each speaker for optimum directivity, whilst also designing a specific tempo across every level to create a complete sound in the central space.

“Genelec loudspeakers provide the most natural sound. Even in a large space, you really get to experience the port in a vibrant, lively way that flows beautifully. With so much advanced technology used throughout the center, the audio really brings everything together for a captivating experience,” says Weijermans.

Genelec’s innovative [Smart IP](https://www.genelec.com/smart-ip-manager) technology made the installation process incredibly simple, delivering power, audio and loudspeaker management over a single CAT cable using PoE technology. Setup and configuration was equally straightforward thanks to the [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software.

When it came to control, Pharos’ control solutions were seamlessly integrated to create one central control system for all AV outputs, bringing all core technologies into a single, unified, easy-to-manage system. Pharos panels are installed at various points across the site to give staff easy access to audio, video and lighting controls including volume, site announcements and rebooting options. “If we decide we need to increase the sound level on one particular floor, it takes just seconds to do – it couldn’t be easier,” adds ATA Tech’s Tom Aarts.

“The integration allows staff to not only control the sound system but also see the status of the speakers directly, so we can see if they are still online, give any warnings if necessary, switch indicator LEDs on or off and view relevant information all from one place,” explains Bas Hoksbergen, Business Development Director at Pharos. “It’s great to walk around Portlantis and see how our touch panels are used to control the complete installation – not only the lighting and show elements but also directly integrating with the Genelec Smart IP system. We love how it’s turned out!”

Since opening, Portlantis has quickly become a popular destination for tourists, schools and business visitors. The quality and precision of Genelec’s Smart IP loudspeakers along with Pharos control ensures sound, light and interactivity work in harmony to tell the port’s story – so visitors can explore the historic port of Rotterdam like never before.

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

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Photo file 1: Portlantis\_PR\_Image\_1.JPG

Photo caption 1: Portlantis Exhibition Center (photo 1).

Photo file 2: Portlantis\_PR\_Image\_2.JPG

Photo caption 2: Portlantis Exhibition Center (photo 2).

Photo file 3: Portlantis\_PR\_Image\_3.JPG

Photo caption 3: Portlantis Exhibition Center has deployed a sound system with 80 Genelec 4410 Smart IP loudspeakers.

Photo file 4: Portlantis\_PR\_Image\_4.JPG

Photo caption 4: Portlantis Exhibition Center exterior.

PDF file: Portlantis\_Case\_Study\_Genelec.pdf

PDF caption: Genelec Portlantis 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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