**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec targets growth in Mexico with new distribution structure**

NATICK, MA, December 12, 2023 — Genelec, the world leader in professional loudspeaker solutions, has strengthened its distribution in Mexico by appointing [Representaciones de Audio](https://dealers.rda.com.mx/), one of the largest and most established audio distributors in the region, to develop the brand's presence in the MI retail, AV and Home Audio markets. Representaciones de Audio will work alongside existing distributor [Video Audio Representaciones e Ingeniería (VARI)](https://www.varinter.mx/), who will continue to supply Genelec solutions to Mexico’s professional audio community.

Founded in 1987, Representaciones de Audio has an enviable reputation for providing expert advice, advanced training, and high levels of technical support. The size and scope of the company makes it ideally placed to reach dealers and integrators throughout Mexico’s vast network of regions and states, and with its strong connections throughout the MI, AV and Home Audio markets, Representaciones de Audio will look to significantly expand Genelec’s local customer base – particularly in the residential, corporate and leisure markets where discerning users are increasingly attracted to Genelec’s exceptional audio quality.

This new partnership will complement Genelec’s long standing relationship with pro audio distributor VARI, who will continue to serve Genelec’s professional customers in Mexico, particularly those in the important music recording and broadcast segments.

“It is a pleasure to begin our business relationship with Genelec,” declares Jaime Celis, General Manager of Representaciones de Audio. “Both companies share family values that strengthen our way of working together. This collaboration will allow us to expand and strengthen our product range, and provide innovative solutions for the integration of AV projects.”

“Representaciones de Audio has an excellent reputation as a serious and reliable company, with a decades-long track record in audio distribution,” adds Miguel Domínguez, Genelec’s Sales Manager for Latin America. “We know that Representaciones has the capacity to develop the local market significantly, and with VARI continuing to provide their deep experience and knowledge of the professional music and broadcast segments, we see enormous growth potential in Mexico.”

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

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Photo file 1: Jaime\_Celis\_Miguel\_Dominguez\_Alejandro\_Celis.JPG

Photo caption 1: Genelec’s Miguel Dominguez (center) pictured with Jaime Celis (left) and Alejandro Celis (right) of Representaciones de Audio

Genelec, the pioneer in Active Monitoring technology, is celebrating 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 celebrating over 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;*

*Web:* [*http://www.genelec.com/*](http://www.genelec.com/)*.*