

CASE STUDY

Prototype Museum

COLUMBUS, OHIO

Bringing studio quality audio
to interactive exhibits



GENELEC®



PROJECT OVERVIEW

Ohio-based [Roto Group](#), one of North America's largest museum planning, design and fabrication firms, has deployed a comprehensive [Genelec](#) loudspeaker ecosystem throughout its innovative [Prototype Museum](#), an experimental museum and event venue designed to explore new forms of immersive storytelling, interactive media and visitor engagement.

Located in Columbus, Ohio, the museum serves as a platform allowing Roto's designers, engineers, software developers and creative teams to develop and refine immersive installations in a real-world environment before applying those concepts to client projects. Key to the site's operation is its immersive audio setup, incorporating a combination of Genelec [8030C](#) and [8050B](#) studio monitors, [4430A](#) Smart IP Installation Speakers, [4436A](#) Smart IP Installation Pendant Speakers and [7050C](#) Active Studio Subwoofers throughout the facility.





THE VISION

Unlike traditional museums, Prototype was designed from the outset as a highly flexible and continuously evolving environment. To support that vision, Roto sought an audio solution capable of delivering studio-quality sound while remaining adaptable enough to accommodate constantly changing exhibits and room configurations. “One of our ambitions from the beginning was to bring studio-level audio quality to every visitor experience,” said Joseph Wisne, Founder and CEO of Roto Group. “When sound designers and composers create content, they’re monitoring it in carefully controlled environments. We wanted visitors to hear that same mix – not a version colored by reflections from distant speakers mounted in the corners of a room. Genelec allowed us to place the sound exactly where the audience is and deliver the experience the creators intended.”

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CEO

Roto Group



THE SOLUTION

The museum's galleries feature a wide range of interactive exhibits incorporating custom soundtracks, visitor-generated music, game audio, ambient soundscapes and multi-channel immersive content. One installation employs 24 Genelec [Smart IP](#) loudspeakers suspended throughout a mirrored 2,500-square-foot gallery, creating an enveloping audio environment despite the highly reflective architectural surfaces.

According to Wisne, Genelec's combination of sound quality, installation flexibility and network connectivity made the loudspeakers a natural fit for the project. "The Smart IP products were a game changer for us," he explained. "In many cases, all we need is a single CAT6 network cable. We can move a loudspeaker, reconnect it to the network and immediately have access to it. That portability is incredibly valuable in a museum built around experimentation and change."

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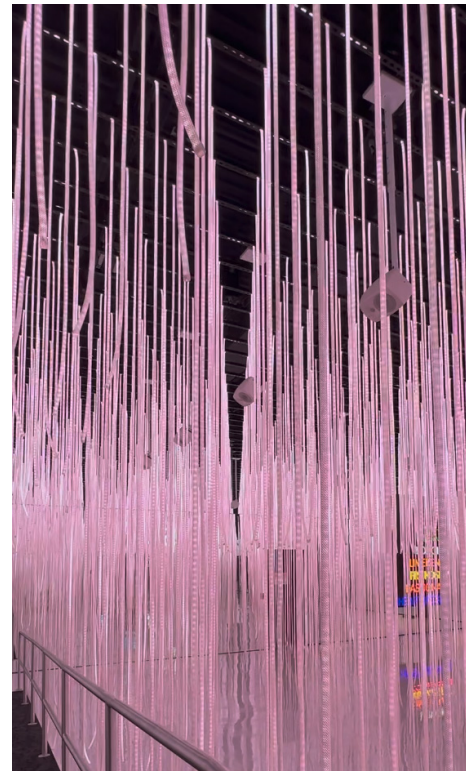
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Audio throughout the facility is distributed via a Dante® network, allowing museum staff to route content to virtually any gallery or event space while maintaining consistent audio performance. The standardized Genelec platform also simplifies operation for technical staff while ensuring visitors experience the same high-quality sound regardless of where they are within the museum. “Consistency is critical,” said Wisne. “We don’t want our technical team constantly adjusting EQs or trying to compensate for different loudspeaker systems. We do the mix in the studio, and that’s the sound we want visitors to hear. Genelec gives us that consistency while making the system incredibly easy to manage.”

In addition to daily museum operations, the facility regularly hosts corporate events, receptions, private functions, educational programs and immersive experiences. Through centralized network control, staff can quickly adapt audio content to suit each event while preserving the museum’s signature multisensory experience.

Wisne also credits Genelec’s support team for helping Roto successfully implement the system. “Genelec’s team understood that this wasn’t a typical cinema or home theater project,” he said. “These are unique architectural environments with constantly changing needs. Their guidance helped us engineer the system correctly from the beginning, and the results exceeded our expectations. The sound quality, reliability and flexibility have all been outstanding.”



THE DETAILS

Designer

Roto Group

Loudspeakers

- 24 x 4430A
- 6 x 4436A
- 5 x 3440A
- 20 x 8050B
- 4 x 8030C
- 9 x 7050C

Network & Control

Smart IP