**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec 8381A Smart Active Monitor™ wins Technical Excellence & Creativity (TEC) Award**

— Award winners were announced Saturday, January 27, 2024, at The NAMM Show in Anaheim, California —

NATICK, MA, January 31, 2024 — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, is the recipient of a Technical Excellence & Creativity (TEC) Award at the 39th Annual TEC Awards, held on Saturday, January 27, at The 2024 NAMM Show in Anaheim, California. The [8381A](https://www.genelec.com/8381a) Adaptive Point Source Main Smart Active Monitor™ got top honors in the Studio Monitors category. Finalists from all categories were selected by industry professionals across major music, sound, and game audio associations, along with pro audio focused media groups.

Will Eggleston, Genelec Inc. Marketing Director, stated, “We are once again filled with gratitude to the pool of TEC Awards voters, who have recognized the 8381A Adaptive Point Source Main Smart Active Monitor for outstanding technical achievement. Each year, the industry gathers at The NAMM Show to recognize the year’s triumphs, and we are proud to be honored alongside the audio community’s very best.”

Presented annually by NAMM, the TEC Awards recognizes the individuals, companies and technical innovations behind the sound of recordings, live performances, films, television, video games and multimedia. Now in its 39th year, the Awards are widely recognized as the highest honor dedicated to the pro audio and sound recording industry. It’s where the most outstanding products in the worlds of music making, live performances, video games, television and films are recognized and where creative luminaries like RZA, Les Paul, Peter Frampton, Quincy Jones, Joe Perry, Pete Townshend, Stevie Wonder, Joni Mitchell and Carol Kaye are celebrated for their musical contributions.  
  
Through its Hall of Fame, the TEC Awards honors the pioneers of audio technology and the music industry’s most accomplished producers and audio technicians. TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past.

For more information, visit [www.tecawards.org](http://www.tecawards.org/).

About the Genelec 8381A Adaptive Point Source Main Smart Active Monitor:

Genelec’s [8381A](https://www.genelec.com/8381a) Smart Active Monitoring system features a flagship floor-standing Adaptive Point Source™ design that fuses exceptional precision and envelopment with unrivalled LF control, huge headroom and high-resolution imaging. Designed for high-end music recording, mastering and audiophile listening, the 8381A creates a free-standing full-range monitoring solution that can intelligently adapt to any acoustic environment. For audio professionals, the 8381A produces accurate full-band mixes that translate consistently to other rooms and playback systems, while audiophiles will experience every detail and nuance of a musical performance, just as the creators intended it to be heard.

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

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Photo file 1: Morris\_Copley\_Dominguez.JPG

Photo caption 1: Pictured L-R: Ben Morris, Service Associate, Genelec Inc.; Steffenee Copley, Western Territory Sales Manager, Genelec Inc.; and Miguel Dominguez, Latin America Manager, Genelec Oy, pictured after accepting the TEC Award for Genelec’s 8381A Smart Active Monitoring™ system at the 39th Annual TEC Awards, held on Saturday, January 27, at The 2024 NAMM Show in Anaheim, California.

Photo file 2: 8381A\_TECAward.JPG

Photo caption 2: Genelec 8381A Adaptive Point Source Main Smart Active Monitor, pictured with its newly received TEC Award

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 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.

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/)*.*