**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Tonstudio Gress crafts 7.1.4 Atmos® Room with Genelec at its core**

NATICK, MA, July 23, 2025 — At the heart of Stuttgart’s historic Bad Cannstatt district, [Tonstudio Gress](https://www.tonstudio-gress.de/) is proving that immersive audio doesn’t need to be complicated to be powerful. The studio’s newly completed 7.1.4 Dolby Atmos® control room, built around Genelec [8000 Series](https://www.genelec.com/active-2-way-studio-monitors) monitors, is a masterclass in intuitive design: offering clarity, localization and creative consistency for projects ranging from film and TV to museum installations and music.

Founded in 1989 by brothers Alexander and Raymond Gress, Tonstudio Gress has steadily evolved from a small local facility into a respected multidisciplinary audio house. Today, the studio specialises in cinematic audio, spatial sound design and high-end voice production, delivering finely crafted work for both national and international clients. “Whether you’re a solo artist or a major institution, your project gets our full attention,” says Raymond Gress.

The team’s latest investment, a Dolby Atmos control room with a carefully selected Genelec monitoring system, marks the next step in their long-standing commitment to immersive formats. The system includes [8040B](https://www.genelec.com/8040b) monitors for the LCR positions, [8030Cs](https://www.genelec.com/8030c) for surrounds and [8020Ds](https://www.genelec.com/8020d) for height channels. Powered by an AVID MTRX interface and DADman software, the fully analogue setup delivers both creative focus and technical reliability. “We’ve been working with immersive sound for years,” Gress explains. “The Genelecs gave us better localization, more detail and less fatigue. It was exactly what we needed.”

While immersive production has gained widespread popularity in recent years, Tonstudio Gress has been laying the groundwork for decades. From early binaural radio plays recorded deep in the forests of southern Germany to years of 5.1 mixing, the team’s experience shaped a natural transition into Dolby Atmos. Their original Genelec 5.1 system, featuring five [1030As](https://www.genelec.com/previous-models/1030a) and a [1092A](https://www.genelec.com/previous-models/1092a) subwoofer, remains in regular use to this day as a trusted reference for every one of the studio’s TV mixes.

For the new room, support from reseller [SMM Munich](https://www.smm-online.de/) and Dolby's David Ziegler helped ensure a balanced and cost-effective design. Final calibration was provided by Roger Baltensperger, optimizing the room’s response for consistent, fatigue-free monitoring. “It’s a setup that just works – day in, day out,” says Gress. “We were able to get the precise results we wanted and stay completely within our budget.”

Since completing the new room, Tonstudio Gress has expanded its Dolby Atmos Music offering, handling mixes for major streaming platforms, as well as immersive post-production for film and television. The space has also deepened their museum and exhibition work, allowing for emotionally resonant, spatially detailed soundscapes that create powerful storytelling.

As the industry continues to evolve, Tonstudio Gress remains committed to delivering quality, care and creativity with every project. “It gives us fascinating new possibilities,” Gress adds. “And lets us craft something that people really experience.”

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

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Photo file 1: Tonstudio\_Gress\_PR\_Image\_1.JPG

Photo caption 1: Raymond Gress, co-founder of Tonstudio Gress.

Photo file 2: Tonstudio\_Gress\_PR\_Image\_2.JPG

Photo caption 2: The 7.1.4 Dolby Atmos room at Tonstudio Gress.

Photo file 3: Tonstudio\_Gress\_PR\_Image\_3.JPG

Photo caption 3: The 5.1 room at Tonstudio Gress.

Photo file 4: Tonstudio\_Gress\_PR\_Image\_4.JPG

Photo caption 4: The new 7.1.4 room deploys Genelec 8000 series two-way studio monitors throughout.

PDF file: Tonstudio\_Gress\_Case\_Study\_FINAL\_ENG.PDF

PDF caption: Genelec Tonstudio Gress 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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