**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec elevates its customer experience with new Virtual Showroom**

NATICK, MA, January 11, 2023 — To complement its growing global network of physical Experience Centres, Genelec has introduced its online [Virtual Showroom](http://showroom.genelec.com/), where visitors can explore a wide range of active loudspeaker systems and technologies in a set of stunningly realistic room settings. This allows customers across the Studio, AV, and Home Audio segments to instantly access valuable Genelec information and resources in a unique and visually engaging interactive environment.

Hosted on the [Genelec website](http://www.genelec.com/), visitors to the Virtual Showroom can experience the latest in VR technology to navigate separate and distinct areas for Professional Audio Monitoring, AV Installation and Home Audio, which showcase both stereo and immersive systems that comprise a carefully selected range of key loudspeaker and subwoofer models. Visitors can then access detailed product information, video content and valuable learning resources, at any time of day and from the comfort of their own environment.

“One of the powerful effects of the pandemic was to focus our minds on how to communicate more effectively via digital marketing channels,” comments Genelec Business Development Director Ken Kimura. “So, we used that period of enforced disruption to explore how to engage closely with our customers in the virtual world, and the Virtual Showroom was a natural result of that planning process – complementing our well-established website and social media channels.”

With the return of face-to-face customer contact, Kimura feels strongly that Genelec now has a perfect balance of demonstration opportunities. “In this fast-paced digital world, the Virtual Showroom has all the benefits of interactivity and instant 24/7 access, while our Experience Centres represent the gold standard in personal contact and critical listening opportunities. Add to that the range of international exhibitions, roadshows, smaller regional events and dealer demonstrations, and there are now more ways than ever for customers to experience everything that Genelec has to offer.”

To explore the new Genelec Virtual Showroom, simply visit [showroom.genelec.com](http://showroom.genelec.com/).

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Photo file 1: Virtual\_Showroom\_PR\_Image\_1.JPG

Photo caption 1: A section of the Pro Audio Monitoring area of the Genelec Virtual Showroom

Photo file 2: Virtual\_Showroom\_PR\_Image\_2.JPG

Photo caption 2: A section of the AV Installation area of the Genelec Virtual Showroom

Photo file 3: Virtual\_Showroom\_PR\_Image\_3.JPG

Photo caption 3: A section of the Home Audio area of the Genelec Virtual Showroom

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*