

GENELEC®

CASE STUDY

Immersed in Lisbon

GENELEC MONITORS ARE
AT THE HEART OF A NEW
7.1.4 POST FACILITY IN
PORTUGAL





SMART ACTIVE MONITORING SOLUTION HELPS AUDIO LISBON TO TARGET INTERNATIONAL BUSINESS



located in the village of Carnaxide, 10 minutes from Lisbon's city centre, [Audio Lisbon's](#) new post production facility has been designed from the ground up to deliver immersive audio projects to the international audiovisual market.

advertising to movies and television shows, the company has worked in pretty much every field of audio post production. Building on its solid client base, Audio Lisbon is now looking to expand its reach further into international markets and attract overseas clients.

Audio Lisbon can trace its roots back to 1989 and boasts a wide range of domestic clients in Portugal. From documentaries, original soundtracks and

In order to achieve this aim, Audio Lisbon required a facility that could match the latest international standards. Having worked in 5.1 for a long time,

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the ability to handle fully immersive content was a natural progression. As such, the company looked to create a purpose-built 7.1.4 immersive space.

“Being a new facility designed from scratch, it seemed logical to plan and install this format early, to avoid making changes in the future,” explains Pedro Carvalho, Partner at Audio Lisbon. “It is also a way for us to be able to offer other solutions to regular customers, as well as attracting new clients from other markets.”

While it was easy to decide on the type of facility it wanted to create, it was not so simple to find the right tools to meet these needs and enhance the studio's existing workflow. “We considered several brands and systems for immersive audio monitoring,” recalls Carvalho. “We wanted auto-calibrated nearfield active monitors with an SPL that suited the room volume, and had AES/EBU connectivity so as to integrate with our Avid MTRX interface. Of course, they also had to sound good.”

It was at this point that Genelec and [Garrett Audiovisuais](#) became involved in the project. “Ever since Genelec launched [The Ones](#) series of coaxial three-way monitors, we had been curious to hear what they could do,” says Carvalho. “After a visit to hear the [8351](#) model at Garrett's demo room, which happened to be nearby, all of our doubts were dispelled.”

Working with Marcelo Tavares from Audiodesigner for the acoustic design, and Paulo Mendes for the technical design and installation, Audio Lisbon ultimately opted for an all-Genelec 7.1.4 Smart Active Monitoring solution. [8341A](#) coaxial monitors have been installed in the LCR positions, while [8340A](#) two-way monitors have been used for side and rear surrounds, and [8330A](#) two-way monitors handle the ceiling channels. Two subwoofers have also been employed, to handle the LF content and provide bass management for the system. A [7370A](#) subwoofer is coupled with the front and surround monitors, while the more compact [7360A](#) model was chosen to partner the ceiling monitors.



” I’M A FAN OF THESE COAXIAL MODELS. THE QUALITY AND SOUND
DETAIL IS IMPRESSIVE AND THE SIZE/POWER RATIO IS AMAZING.

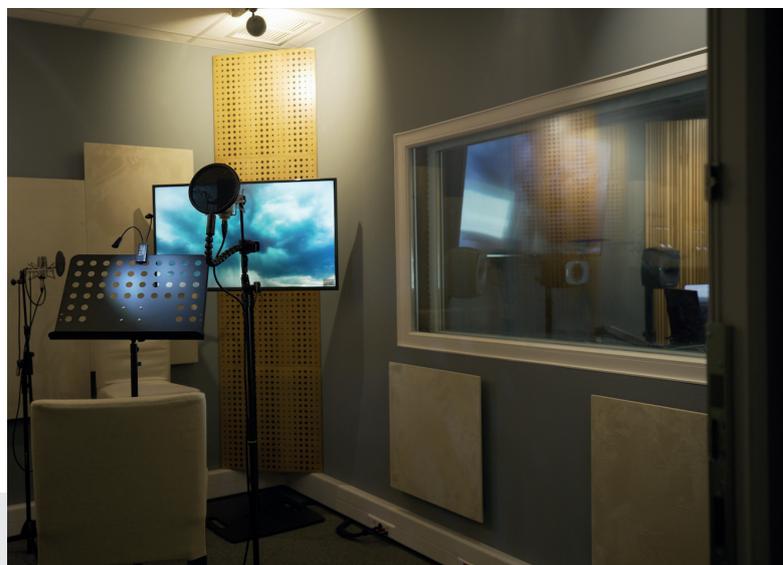
Audio Lisbon first started to see the benefits of its decision during the calibration phase, where it was able to fine-tune the system to the room using Genelec’s [GLM](#) software – a process that Carvalho describes as “the icing on the cake”. “Although I had absolute confidence in Marcelo’s work acoustically, it is a huge advantage to have a system that corrects minor anomalies in room acoustics, and makes it possible to store different calibration settings from 2.0 to 7.1.4 in a practical and effective way,” he reflects.

With the new post facility now fully operational, Carvalho is certainly happy with the results it has achieved and the new monitors in particular. “I’m a fan of these coaxial models. The quality and sound detail is impressive and the size/power ratio is amazing. Even though we have chosen a mixture of coaxial and conventional two-way

models for our system, the balance obtained is really good. They also have good dynamic range and transient response. This investment represents an opportunity for expansion into other markets at both national and international level.”

While this has led to a great start for the new facility, Carvalho is still keen to see more Genelec solutions at Audio Lisbon eventually. “In the future we may choose to have all of our monitors from Genelec’s The Ones range,” he suggests. “But for the moment we are pleased with the choice we have made, and the results that we have obtained.”

So as Audio Lisbon looks outwards to the wider international market for audio post production, it has certainly put itself on the best possible footing with its choice of immersive audio monitoring.



THE KIT

- 3 x 8341
- 4 x 8340
- 4 x 8330
- 1 x 7370
- 1 x 7360

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