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Press Release

Leiting chooses Genelec monitoring for immersive 'Game Sound Lab'

Shenzhen, China, October 2020.... [Shenzhen Leiting](#) Digital Entertainment Company Ltd is one of China's leading video games publishers, with over 45 million players across the country enjoying its mobile and PC releases. A wholly-owned R&D subsidiary of G-bits, the company employs enthusiastic games fans with one simple mission - to produce 'unique and great games'. As a result of Leiting's dedication to creating all-round immersive experiences for its users, the company recently commissioned a 5.1.4 game audio studio based around [Genelec Smart Active Monitors](#).

"For a games company like ours, an audio studio is a must," commented composer and game sound designer Knuckles (Jianyu) Zhang, who led the studio project. "Our requirements are quite special, though. What we want is not just a recording studio, nor a standard mixing studio or a reviewing studio. To be precise, what we want is a 'Game Sound Lab' to assist us in the conceptual design of games."

Originally conceived as a surround sound studio, the acoustic design and construction of the project was handled by Qiao Zhenyu of Huanyu Acoustics, who persuaded Knuckles to go fully immersive. "I knew that many games had already used the 5.1 format to produce sound. But Qiao suggested that since it was already 5.1, why not make it 5.1.4 by adding the 4 height channels? I realised then that immersive audio technology is no longer a new thing, and we as creators surely have to learn to master this format."

The studio then engaged the system integrator [DMT](#) to install a pair of Genelec [1234As](#) as its main stereo monitoring system, with a 5.1.4 immersive system comprising eleven [8330A](#) nearfield two-way monitors in all positions - complemented by a [7370A](#) subwoofer. All the monitors were supplied in a stunning Polar White finish, and the entire system was configured and calibrated by DMT using [GLM](#) loudspeaker manager software.

Knuckles' choice of Genelec monitoring was arrived at after many years of experience of working with other monitors - and actually avoiding Genelec in his earlier years, believing them to be too flat! "I used various monitors to evaluate my work in different rooms. Sometimes, it would sound fine on my own monitors in my own room, but the results would often vary when I'd listen to material in other spaces. So I'd start to doubt what I was hearing."

He goes on to say "It was then that I realised that I needed a genuinely truthful monitoring system to do my work. Genelec's sound is very reliable. You can trust what you're hearing,

and you can be certain about what you create using them. When I use the 1234s to listen to material, I can immediately evaluate the quality of mixing.”

Knuckles is convinced that immersive audio is the format of the future for games developers. “In recent years, the domestic games industry has attached greater importance to the sound experience. As we look to the international market, we’re finding that more and more games with big-budget production are using immersive audio to create the sound experience. Because sometimes, we just want to step into another world and forget about real life, or even ourselves, for a while.”

He concludes by saying “While others here are still at the learning and building phase with immersive rooms, we already have the experience and a place to create immersive audio. Now we’re one step ahead, we’re ready to take the lead!”

For more information please visit www.genelec.com, www.leiting.com & www.dmtpro.com

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About Genelec

Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.

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