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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**KeuleSound immersive OB van brings**

**music to life with Genelec precision**

**Leipzig, Germany, January 2025…**Based in Leipzig, Germany, OB and broadcast rental company [KeuleSound](http://www.keulesound.net) is a family-run business now in its second generation. When founder Martin Staffe’s father suffered a stroke, Staffe chose to honour his legacy by continuing the company and keeping it at the forefront of audio technology.

The latest evolution of the business has been its most groundbreaking yet: transforming its [OB van](https://www.atmos-mobil.de/) into Germany’s first Dolby Atmos-equipped mobile production unit designed specifically for high-end music recording, with [Genelec](https://www.genelec.com/) at its heart.

To achieve his immersive Atmos vision, Staffe turned to a 7.1.4 Genelec [Smart Active Monitoring](https://www.genelec.com/sam-studio-monitors-subwoofers) system, and enlisted the help of long-time freelance colleague Joachim Meyer for truck wiring and Tino Hohndorf of [Studio Null 5](https://www.studionull5.com/) for calibration. The setup includes three [8341A](https://www.genelec.com/8341a) monitors for the LCR positions, eight [8330A](https://www.genelec.com/8330a) monitors for the surround and overhead channels, a [7360A](https://www.genelec.com/7360a) subwoofer and the [9301B](https://www.genelec.com/9301b) interface for bass management. “With Genelec, I could get a complete system solution that would handle all aspects of room adaptation,” Staffe explains. “You have the option to switch the listening position. I can set up a sweet spot for the desk, then move it to a different place for the tonmeister (supervising sound engineer) sitting behind me.”

The compact size, SPL output, and pristine frequency response made Genelec monitors the perfect fit. Using [GLM calibration software](http://www.genelec.com/glm), Staffe customised listening positions to optimise workflows. “When I’m alone in the van, I’ll use the GLM setting optimised for my mixing position,” Staffe says. “When the supervising sound engineer comes in, we switch to their position. They get the whole picture because they’re listening to exactly what I’m hearing.”

Having used another monitor brand for years, Staffe’s first exposure to Genelec and Atmos came via [Markus ‘Hossi’ Hossack](https://www.linkedin.com/in/markus-hossi-hossack-a6b50927b/) at Berlin Stereo. “Hossi showed me the potential of Atmos and Genelec,” says Staffe. “He also told me there was no OB van in Germany that could record music in Atmos. I knew there were amazing opportunities at venues where people want to record, but don’t have a dedicated studio. With platforms like Apple Music embracing immersive audio, there was a gap in the market for a mobile Atmos production unit.”

The first playback was an unforgettable moment. “When I first listened to the system, it was an amazing feeling. You sit there, experience it for the first time, and the sound just embraces you. You have to cry because it sounds fantastic,” recalls Staffe. “I took my father to hear Atmos in the truck. He was so proud. He can’t see so well anymore, but he can still feel how the sound envelops you.”

With Germany’s first mobile Dolby Atmos OB unit for high-end music, Staffe and Genelec have redefined immersive music recording. “The Genelec monitors are so precise. If there’s a bad edit, they’ll reveal it,” Staffe states. “I now record every concert in Atmos and show people how it transforms their listening experience. It’s like sitting in the room with the audience. You can make sure people feel the full emotional impact of the music.”

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

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***About Genelec***

*Founded in 1978, Genelec is the global leader in designing and manufacturing active loudspeaker systems for professional studios, audiovisual installations and residential applications. With an unrivalled commitment to research and development, all Genelec solutions offer truthful sound reproduction, exceptional reliability, and the ability to adapt to their acoustic environment. Manufactured sustainably in Iisalmi, Finland, Genelec technology represents a secure long-term investment in outstanding audio reproduction.*

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