

GENELEC®

# CASE STUDY

**Pushing the  
boundaries**

GENELEC'S 8381A IS  
THE LATEST ADDITION TO  
8082 AUDIO STUDIO'S  
CUTTING-EDGE FACILITY  
IN BEIJING







**FROM DOLBY ATMOS MIXING ROOMS TO DEDICATED PRODUCTION SPACES,** 8082 RELIES ON GENELEC MONITORS AND GLM SOFTWARE THROUGHOUT





[8082 Audio Studio](#), based in Beijing's Chaoyang District, has rapidly become one of China's leading studios for high-quality immersive audio. Known for its involvement in major gaming titles like Honour of Kings, Onmyoji and Black Myth: Wu Kong, the studio's founders, Jackie Li, Sean Xu and Chocolate Zhu, have established a space where creative sound design meets the latest in immersive technology.

The studio's journey into immersive began in 2019 when 8082 established its first two immersive rooms, with the goal of expanding the creative possibilities beyond stereo sound. Recognising the increasing demand for spatial audio in gaming and film, the studio continued to grow, moving into a new building in 2022 and completing three immersive studios by 2023. Chocolate Zhu mentions: "We had a strong desire to have



” GENELEC IS ENABLING US TO PUSH THE BOUNDARIES OF SOUND AND ENHANCE THE ARTISTIC VALUE OF OUR WORK.



(L to R): Chocolate Zhu, Jackie Li and Sean Xu.

a studio in which we could completely immerse ourselves, and experience our favourite gaming and film works with the best sound quality.”

The addition of these new spaces, installed with Dolby Atmos systems, allowed 8082 to take on more complex projects, accommodating a wide variety of mixing needs. Covering a vast 1,500 square metres, the facility now includes seven recording studios, three mixing studios and fourteen production rooms, equipped with over 100 Genelec monitors.

But alongside the opportunities that immersive audio is creating, stereo playback still has a crucial role to play at 8082. So much so that after the studio’s three founders attended the local launch event for Genelec’s [8381A](#) Adaptive Point Source Main Monitor, they decided to install a pair in Studio A. “Consistency is key in a facility like ours,” Jackie Li explains. “Whether you’re sitting close to

or further from the monitors, the 8381A delivers the same precise response. That was critical for us, especially in a room where multiple people are making creative decisions together.”

Before upgrading to the free-standing 8381A, 8082 Audio faced several monitoring challenges in Studio A. Originally designed for voiceover recording, the studio lacked a main monitoring system and with no plans for music mixing, the space was equipped with only a small mixing console. However, as Studio A evolved into a space for recording vocals and instruments, it became clear that mixing tasks also needed to be handled there, prompting an upgrade to the monitoring system, audio interface and mixing console.

The control room’s modest size (35 square metres) posed an additional challenge, requiring a monitoring solution that could deliver accurate

” THE 8381A DOESN'T JUST IMPROVE SOUND QUALITY,  
IT ENHANCES OUR CREATIVE VISION.

sound across various listening distances. With multiple engineers working on different projects, the system also needed to be intuitive and accessible. “The 8381A immediately solved all these issues,” Li states. “From the moment they were installed, they became an essential part of our workflow, inspiring new creative possibilities.”

Across the facility, Genelec takes the lead, providing seamless sonic consistency between each space. Studio B features three [8351B](#) coaxial monitors, ideal for high-resolution mixing, while Studios C to G employ [8040B](#), [8030B](#), [8330A](#) and [8030A](#) models, fine-tuned for precise audio editing and production tasks. Studios J to W integrate [8350A](#), [8340A](#), [1237A](#) and [8361A](#) models, with each space tailored to meet the preferences of individual engineers and producers. Studios X, Y and Z stand out as large-scale immersive production environments, featuring



*8082's Chocolate Zhu  
pictured with the studio's  
new Genelec 8381As.*

[8341A](#) and [8361A](#) monitors as well as [7370A](#) and [7382A](#) subwoofers. Even meeting rooms and offices benefit from Genelec technology, deploying [G One](#) loudspeakers and [F One](#) subwoofers from the company's Home Audio range.

Maintaining seamless consistency across rooms, [GLM](#) calibration software integrates tightly with the many Genelec Smart Active Monitor (SAM) models throughout the facility. Sean Xu emphasizes: “GLM allows us to judge sound with confidence, without relying on external hardware for calibration. We don't need heavy investments in additional gear to ensure precision – GLM calibrates quickly and is incredibly convenient to use.”



Since relying on Genelec, the studio has noticed significant improvements in both sound quality and efficiency. One recent example of this came during the production of the character theme song “Huang 荒” for the animated series *Perfect World*. “The deep and ethereal quality of the verses and the powerful intensity of the chorus were both articulated beautifully,” Li adds. “The 8381A doesn’t just improve sound quality, it enhances our creative vision.”

Looking ahead, the team at 8082 believes immersive audio will become a cornerstone of modern media production. Li adds: “Immersive audio should be a fundamental requirement for

games, as they strive to create a virtual universe, one where players can fully immerse themselves. With immersive audio formats, there’s a much larger design space available; it provides a sense of freedom to break away from the limitations of stereo and explore creative possibilities more expansively.”

Li concludes: “Genelec has helped us expand our creative imagination, enabling us to push the boundaries of sound and enhance the artistic value of our work. With cutting-edge technology, 8082 Audio remains committed to staying at the forefront of professional audio advancements, including Genelec’s latest innovations.”



## SELECTED KIT LIST

### STUDIO A

- 3 × Genelec S360A
- 2 × Genelec 8381A

### STUDIO B

- 3 × Genelec 8351B

### STUDIO S

- 2 × Genelec 1237A

### STUDIO T

- 2 × Genelec 8361A

### STUDIO X

- 11 × Genelec 8341A
- 2 × Genelec 7370A

### STUDIO Y

- 11 × Genelec 8341A
- 2 × Genelec 7370A

### STUDIO Z

- 15 × Genelec 8361A
- 1 × Genelec 7382A

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