**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Vote now: Genelec 9320A SAM™ Reference Controller selected as finalist for NAMM Technical Excellence and Creativity (TEC) Award**

— Award winners will be announced at the 40th annual TEC Awards, held Thursday, January 23, 2025, at The NAMM Show in Anaheim, California —

— Voting is now open in all categories through January 7; [click here](https://www.tecawards.org/finalists/) to cast your ballot —

NATICK, MA, December 12, 2024 — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, is proud to announce that its 9320A SAM™ Reference Controller has been named as a finalist for a NAMM Technical Excellence & Creativity (TEC) Award in the Production Essentials category. Voting is now open in all categories through January 7; [click here](https://www.tecawards.org/finalists/) to cast your ballot. The 40th annual TEC Awards will be held Thursday, January 23, 2025, at The NAMM Show in Anaheim, California. Pro audio, live event and music industry professionals will be invited to vote beginning on December 12, 2024, and ending on January 7, 2025, to determine the 2025 TEC Award winners from the finalists in each category.

“It is a tremendous honor that our 9320A Reference Controller has been nominated by peers in our industry for outstanding technical achievement,” stated Will Eggleston, Genelec Inc. Marketing Director. “It is great to be recognized once again by our peers for Genelec’s hard work, dedication and innovation, resulting in this powerful tool being brought to the marketplace.”

Presented annually at The NAMM Show, The NAMM TEC Awards recognize the individuals, companies, and technical innovations behind the sound of recordings, live performances, films, television, video games, and other media in Technical and Creative Achievement Categories. Through its Hall of Fame, The TEC Awards also honors the pioneers of audio technology and the music industry’s most accomplished producers and audio technicians. The NAMM Foundation’s TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past. For more information, visit [www.tecawards.org](http://www.tecawards.org/).

About the Genelec 9320A SAM Reference Controller:

Genelec’s new 9320A SAM Reference Controller serves as a single touchpoint for the UNIO ecosystem, offering integrated in-room and headphone monitoring features. It manages multiple Smart Active Monitoring systems, from stereo to immersive, and includes a factory-calibrated reference microphone for automated calibration and control of GLM software. The 9320A can control up to four SAM systems as well as one pair of headphones, operating at calibrated levels per EBU R128, ATSC A/85, or SMPTE RP200 standards. It supports any active loudspeaker system and provides one-click access to additional monitor controls within Genelec’s range. Its reference-grade headphone output delivers excellent linearity and dynamic range, allowing users to pair it with the Aural ID 2.0 plug-in for personalized headphone monitoring while measuring sound exposure. The 9320A also integrates with any DAW or audio interface, featuring analogue, AES/EBU, and USB connectivity to connect directly to stereo systems and function as a high-quality A-D and D-A converter.

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

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Photo file 1: 9320A.JPG

Photo caption 1: Genelec 9320A SAM™ Reference Controller

Photo file 2: TEC25\_Finalist\_Logo.JPG

Photo caption 2: Finalist logo for the 40th Annual TEC Awards

Genelec, the pioneer in Active Monitoring technology, is celebrating over 45 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 continuing with its 18th year of 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.

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*—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/.*