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Press Release

Genelec sustains top Finnish law firm with quality audio solution

Helsinki, Finland – June 2020... [Castrén & Snellman](#) is one of Helsinki's premier law firms with an enviable reputation in mergers, acquisitions and other specialised fields of business law. The company is also a pioneer of sustainable business practice in the legal services industry and was the first Finnish law firm to join the [UN Global Compact](#) initiative. The company recently carried out an extensive renovation of their client areas and staff workspaces, with the goal of taking the iconic 130-year old law firm to the next level. Castrén & Snellman turned to renowned Finnish AV integrator, [4Business Oy](#), who specialise in delivering tailored AV and automation systems. The solution integrated a large number of [Genelec](#) loudspeakers for flawless audio quality throughout the building.

"Genelec was simply an ideal choice for this project," states 4Business COO Janne Lankinen. "On top of Genelec's product quality, visual appearance and neutral sound reproduction, the company's values and commitment to sustainable development fit beautifully into the original brief. Our aim was to modernise Castrén & Snellman's activity-based office, including lobby areas, meeting rooms, conference rooms and training facility, with the requirement that the technology solutions would be as reliable and future proof as possible. Genelec products are a perfect match for the customer's high quality standards, and their product lifecycle is the longest in the industry. Thanks to their sophisticated design and smart in-room calibration capabilities, Genelec products also reproduce the human voice very naturally, which makes them an excellent choice for video conferencing and speech reproduction systems."

4Business installed a wide variety of Genelec speakers throughout the space depending on function, ranging from a pair of powerful [8351](#) smart active loudspeakers supplemented by two [7360](#) subwoofers in the 100-capacity event space, to the very compact [4010](#) and [4020](#) installation speakers for the wide variety of conference and board rooms.

Castrén & Snellman's ICT Specialist, Mikko Kurhela, who worked closely with 4Business and Genelec throughout the project, describes the new system in their 100-person event space: "The solution we chose for music, speech and multimedia consists of two carefully tuned 8351 smart active loudspeakers, with two 7360 smart active subwoofers and an automatic mixer, all integrated into an easy-to-use AV system. The space is rectangular with the direction of presentation from the long wall into the room, so we needed wide angle speakers to ensure that speech is reproduced throughout the space with clarity and intelligibility. We also wanted high quality sound at low frequencies for music and multimedia, which we got by adding the two 7360 subwoofers. The speakers and subwoofers were tuned for the room using Genelec's GLM calibration software."

The Paja gym uses four ceiling-mounted 4020 speakers linked to a Sonos Port player for wireless music playback, while the music and speech sound system in the Tori café - which has a company library attached directly to the space - uses four [8430](#) IP loudspeakers. “Castrén & Snellman uses this multipurpose facility both as separate areas and sometimes as one large venue, for example for monthly company updates,” explains Lankinen. “The main challenge was to provide the flexibility for the customer to realign the layout without compromising reliability and ease-of-use. We solved this by using streamlined mobile screen stands with integrated custom loudspeaker mounts, with embedded AV-over-IP technologies for audio and video distribution combined with 8430 IP loudspeakers with their [AES67](#) streaming capability. The customer can easily move these mobile units into the required position, and everything fires up automatically.”

Kurhela confirms that Genelec was ultimately a natural choice: “The stylish, uniform design language, audio quality, versatility and long lifecycle of the speakers were key values for us. The long lifecycle means that we’ll be able to re-use the speakers in different solutions following future renovations. As a company we are committed to finding sustainable solutions, so Genelec is a perfect fit for us from that point of view. The fact that they are an internationally renowned Finnish speaker manufacturer was also a plus.”

The final word goes to Janne Lankinen, who also appreciates Genelec products from a workflow perspective. “They are very familiar to our technical staff and thus are quick to install. Everything always works out of the box and we receive top notch support from the Genelec factory in Iisalmi. Shipments generally arrive right on time and there are no efficiency losses on site. We are able to deliver high quality, visually aesthetic, reliable solutions that last for years. It’s companies like Genelec who enable us to shine at what we do.”

For more information please visit:

www.genelec.com

www.castren.fi

www.4business.fi

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About Genelec

Since the founding of Genelec in 1978, professional loudspeakers have 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 loudspeakers. Over forty years later Genelec loudspeaker 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 reproduction.

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