
Please note that this information is embargoed until Monday 18th November 2019 at 19.00 CET. We'd appreciate your understanding in keeping this information confidential until then. Many thanks.

Press Release

New Genelec 4430 loudspeaker gives the AV world exceptional sound quality over IP

Helsinki, Finland – November 2019.....Genelec - the global leader in professional audio monitoring - has announced the availability of the new 4430 two-way active installation loudspeaker, the first model to incorporate the company's ground-breaking Smart IP technology, combining exceptional sound quality with single cable convenience. Smart IP provides scalable power, audio and loudspeaker configuration, supervision and calibration features via a standard CAT cable, offering integrators unrivalled power, flexibility, cost-effectiveness and simplicity of installation.

The 4430 is a compact design that accepts both Dante and AES67 IP audio streams, and derives power via both PoE and PoE+ Power-over-Ethernet formats, with the 4430's proprietary internal power supply helping to deliver an impressive 104 dB of short term SPL, via two integral 50 W Class D amplification stages feeding the woofer and tweeter. As well as receiving both power and audio-over-IP, the 4430's single rear panel CAT connector also allows access to Genelec's Smart IP Manager - a sophisticated downloadable software tool running on Windows 10 that allows installers to configure an almost unlimited number of rooms, zones, loudspeakers and audio channels, and includes device discovery, a versatile room equalisation tool set, system organisation and status monitoring. Additionally, APIs within the 4430 support the hooks to allow external control via third-party hardware, software or house automation.

In terms of specification, the 4430 supports up to eight audio channels in a stream with sample rates of 32 - 96 kHz and 16 - 24 bit resolution. Streams can be managed by both Dante Controller and Dante Domain Manager software, as well as legacy balanced line analogue audio. The 4430 delivers a frequency response of 45 Hz - 23 kHz (-6 dB) via a 5 inch woofer and 3/4 inch metal dome tweeter, and the 4430's compact, lightweight enclosure utilises Genelec's trademark Minimum Diffraction Enclosure and Directivity Control Waveguide technologies to ensure neutral, uncoloured sound both on and off axis.

Manufactured using certified sustainable methods, the enclosure itself is produced from recycled aluminium, is available in black, white or 120 custom RAL colours, and is compatible with Genelec's extensive range of mounting accessories to allow the 4430 to be floor, ceiling, wall or truss mounted.

Genelec have chosen to officially launch the 4430 at the spectacular new Finnish Music Hall of Fame in Helsinki - a unique and innovative museum and dining experience that already features over 120 of the new 4430 loudspeakers installed throughout the museum. Showcasing more than 200 Finnish artists and composers via the newest AV technology combined with Virtual and Augmented Reality solutions, the Music Hall of Fame will provide an unforgettable interactive, multidimensional experience for an estimated 100,000 visitors per year.

The installation at the Hall of Fame was undertaken by top integrator Bright, and their Head of Installation Santtu Sipilä commented:

“When Smart IP was announced we knew instantly that it offered the perfect solution for the Hall of Fame. We were already familiar with Genelec’s outstanding audio quality and long-term reliability, so to be able to integrate every 4430 into the system via a single CAT cable made the whole process of installation and configuration incredibly straightforward, yet provides us with amazing levels of control. We have set out to help make the Music Hall of Fame a new global benchmark for quality content and user experience, and Genelec’s Smart IP technology has played a key role in allowing us to realise that goal.”

Genelec Managing Director Siamak Naghian added:

“Our research into IP loudspeaker technology dates back to 2005, and the response to the preview of Smart IP at ISE back in February was so overwhelmingly positive that we knew that this valuable work would now allow us to fulfil a very obvious gap in the installed audio market. The 4430 is just the first of a number of loudspeaker models to incorporate Smart IP technology, and we look forward to expanding the range in 2020 and beyond. For the Finnish Music Hall of Fame to become such a prestigious early adopter of Smart IP makes us very proud, and even more excited for the future of our installed audio business.”

The 4430 loudspeaker is shipping now, and for more information please visit www.genelec.com

About Genelec

Since the founding of Genelec in 1978, professional audio 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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