

***Please note that this release is embargoed until Fri 24th July at 10.00 CEST.
We'd appreciate your understanding in keeping this information confidential until then***

Press Release

Genelec G LearningLab to host new GLM 4 tutorials

Helsinki, Finland, July 2020.....Genelec's new G LearningLab educational program is to kick off this August with a series of tutorials focussing exclusively on the company's [GLM](#) loudspeaker manager software. Entitled '6 steps to creating your Sonic Reference', the training sessions will also be used to unveil GLM 4 – the newest version of the software – which is currently in a public beta test phase prior to its official global launch.

G LearningLab itself is an educational tool designed to help the audio community better understand how to create high quality audio, and provide a more enjoyable listener experience. Easily accessible via the [Genelec website](#), G LearningLab offers a wide range of videos, tutorials, user guides, helpdesks and academic papers, and builds on Genelec's long heritage of content-rich training programs. Artists, music creators, sound engineers and system integrators alike will all find G LearningLab a valuable resource, delivering high quality on-demand learning – from the most basic rudiments through to the deepest technical and academic principles.

Starting on August 4th the series of six GLM-specific tutorials will guide attendees through every stage required to setup, calibrate and control a studio monitoring system so that it provides a true sonic reference, producing mixes that translate consistently to other rooms and playback systems. Delivered in English, each session will be repeated at different times of day to enable those in other time zones to participate. Attendees will be actively encouraged to ask questions, and participate in a Q&A session at the end of each tutorial. Anyone successfully completing four or more tutorials will receive a certificate and also be entered into a prize draw to win a pair of Genelec RAW [8320 Smart Active Monitors](#) and [GLM kit](#).

Originally launched in 2006 – and based on decades of research and data from thousands of studios worldwide – GLM integrates seamlessly with the intelligent DSP within each Genelec Smart Active Monitor, allowing each monitor and subwoofer to be networked, configured and individually calibrated for the user's specific acoustic environment.

The six tutorials are aimed at both current GLM users and those who want to learn more about how GLM can improve their workflow and audio quality. The sessions will cover all aspects of GLM use – from simple room acoustics and monitor placement, through basic and advanced GLM features, use of GLM as a System Monitor Controller, finally culminating in a deep technical dive into how exactly GLM works. During the series, presenters will showcase the new GLM 4 beta version, which now brings 64 bit compatibility, an elegant new user interface and a host of valuable new features to users of Genelec [Smart Active Monitors and Subwoofers](#).

Genelec Managing Director Siamak Naghian comments:

“Audio quality is at the heart of the content creation process, so a fundamental understanding of how to equip a room with a truthful, accurate monitoring system is essential. G LearningLab is the culmination of over forty years of expertise in educating our partners and end users, and I can’t think of a better way of celebrating that than by shining a spotlight on the new GLM 4, which is about to empower audio professionals with the new Sonic Reference.”

To register for the upcoming GLM tutorials please visit www.genelec.com/events

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About Genelec

Since the founding of Genelec in 1978, professional audio monitoring has 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 monitors.

Over 40 years later Genelec monitoring 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 monitoring.

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