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**\*\*\*EMBARGOED UNTIL FRIDAY 13 SEPTEMBER AT 10.30 CEST\*\*\***

Press Release

**Genelec to introduce UNIO Personal Reference Monitoring Solution at IBC 2024**

*New 8550A Professional Reference Headphones and Aural ID V2.0 Binaural Headphone Monitoring Technology strengthen the UNIO ecosystem by offering the most accurate and truthful headphone listening experience ever.*

**Iisalmi, Finland, September 2024….**Genelec has chosen the IBC 2024 exhibition to unveil the [UNIO Personal Reference Monitoring Solution.](https://www.genelec.com/unio) This unique system solution comprises the [9320A SAM Reference Controller](https://www.genelec.com/9320a), Reference Measurement Microphone, and the new 8550A Professional Reference Headphones – which help create an even more seamless bridge between professional in-room loudspeaker and personal headphone monitoring. And with the additional headphone calibration features available within Genelec [GLM software](https://www.genelec.com/glm) – and the optional Aural ID V2.0 binaural headphone monitoring technology – users can enjoy the most personal and truthful headphone monitoring experience ever.

Originally introduced at IBC 2023, the UNIO ecosystem brings together the power of Genelec’s [Smart Active Monitors](https://www.genelec.com/sam-studio-monitors-subwoofers), GLM calibration software, and [Aural ID](https://www.genelec.com/aural-id) personal headphone technology, all under the tactile hardware control of the 9320A controller, and managed via the user’s [MyGenelec](https://my.genelec.com/) account. By combining a calibrated Smart Active Monitoring system and professional headphones with Aural ID, the user can enjoy mixes that translate reliably between monitors and headphones for a smooth, uninterrupted workflow – wherever they choose to work.

Now, Genelec has raised the bar significantly higher with the introduction of the 8550A Professional Reference Headphones, whose innovative active design allows the headphone output of the 9320A controller to adjust to an individual 8550A headphone factory calibration, thus bringing precise resolution to the uniquely optimised UNIO Personal Reference Monitoring Solution. This active principle of using the 8550A headphones to accurately calibrate the headphone stage of the 9320A enables exceptional linearity, acoustic precision, and neutral sound character – and mirrors the kind of tailored precision that Genelec Smart Active Monitors provide for in-room loudspeaker monitoring environments.

The closed, circumaural 8550A provides exceptional sound isolation and comfort for all sizes of head and ears with a durable, adjustable design and replaceable component parts – for a sustainable, extended product lifetime. The 8550A’s dynamic design features 40 mm transducers and neodymium magnets to deliver a 15 Hz to 20 kHz frequency response, exceptional level matching, and an impressive 119 dB of short-term SPL via the 9320A controller. Shipping with both leather and velvet ear cushions, and straight and coiled cables, the 8550A offers every user a distinctly premium experience – whatever their personal preference.

With the calibration file for the 8550A headphones stored within the matching 9320A controller, further personal optimization is available via Genelec’s GLM 5 calibration software, including slope adjustment, parametric EQ, and L/R level balancing. Then, for the ultimate personal headphone monitoring experience, the optional Aural ID V2.0 models the user’s own head and upper torso features to calculate their unique personal HRTF – delivering headphone mixes with externalized presentation, including precise azimuth and elevation, and producing a sense of space and direction that closely resembles in-room loudspeaker monitoring.

The new Aural ID V2.0 heightens that experience further via early reflection room modelling and integrated webcam head tracking support – which tracks the user and maintains a stationary acoustic presentation even when the head moves, for a more natural listening experience. Additionally, support for the Open Sound Control (OSC) standard interface for hardware head trackers provides maximum system compatibility.

Running as a standalone app on Mac devices, Aural ID V2.0 also offers optimised HRTF binauralisation options for both stereo and immersive monitoring up to 9.1.6, plus a ‘raw HRTF’ option that allows full access to both the directional (DTF) and sound colour (CTF) components within the HRTF, for users that wish to separately equalise their headphone acoustic effects for an even more reliable and precise listening experience. In addition to Aural ID’s completely personal HRTF, the inclusion of standard Kemar and KU100 head-and-torso simulator HRTFs in Aural ID V2.0 provides an even wider range of user options.

Commenting on this latest expansion of the UNIO ecosystem, Genelec Managing Director Siamäk Naghian says: “UNIO now effectively offers audio professionals three levels of reference monitoring. Those simply seeking the finest in-room loudspeaker monitoring can enjoy the combination of Smart Active Monitors, GLM and the 9320A, while users that also seek accurate headphone monitoring will embrace the arrival of the 8550As. But, for those seeking the ultimate combination of in-room and personal headphone monitoring, the UNIO Personal Reference Monitoring Solution and Aural ID V2.0 represents the most accurate and portable monitoring system ever produced.”

Visitors to the IBC show in Amsterdam (September 13th – 16th) can meet the Genelec team and audition the newly expanded UNIO ecosystem on Stand 8.A61 and in Immersive Listening Room 8.MS1/8.MS20.

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

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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. 45 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.*

**For press information, please contact:**

Howard Jones, Genelec

T: +44 (0)7825 570085

E: howard.jones@genelec.com