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Press Release

Genelec opens Berlin Experience Centre

Berlin, Germany – October 2019... Genelec, the world leader in active monitoring technology, has opened a Genelec Experience Centre in central Berlin - a brand new demonstration facility that provides visitors with a high quality critical listening environment from stereo to immersive, and allows Genelec to showcase its wide range of studio monitors and AV and Home Audio loudspeakers. The new Berlin location joins existing Experience Centre facilities in Europe and Asia - all of which allow both end users and resellers to learn more about Genelec technologies and audition a broad selection of models.

Located in Alexanderplatz, in the heart of central Berlin's creative district, the Experience Centre is the result of a close collaboration between Genelec and kost.design, a company jointly owned by architect and studio designer Benjamin Koziczinski and acoustic designer Karlheinz Stegmaier. Kost.design was responsible for overseeing the extensive refurbishment and acoustic treatment of the entire building, resulting in premium quality listening spaces designed specifically around Genelec loudspeaker systems.

At the heart of the Centre is a 27 sq.m listening room equipped with a Genelec 7.1.4 immersive audio system featuring The Ones coaxial point source studio monitors - with the new flagship 8361A in the LCR positions, the 8341A as surrounds, the 8331A in the height locations plus a pair of 7370A subwoofers handling the low frequency content. Genelec's own GLM software was then used to configure and fine tune the calibration of each monitor within the space for optimal in-room performance.

Visitors can also audition the entire The Ones family in stereo, from the ultra-nearfield 8331A to a full-range system comprising the 8361A and complementary W371A adaptive woofer system, demonstrating how The Ones are now able to bring uncompromised precision listening to a much wider range of room sizes, listening distances and SPL requirements. The listening room also allows other Genelec models to be auditioned on request, and the system there supports a wide range of playback formats including Pro Tools, Blu-ray, Apple TV, Netflix and major streaming providers including Spotify and Tidal.

Other spaces within the Experience Centre are designed to showcase Genelec Home Audio and AV models, including a 5.1 conference room system built around special RAL-coloured 4030C installation speakers, a kitchen area utilising AIW25 in-wall architectural models, and office and bathroom spaces fitted with various 8300 series two-way smart active speakers.

The Experience Centre will be overseen by Berlin-based Eric Horstmann, Genelec's Regional Business Development Manager, who explained the thinking behind the new facility:

"We've set out to create the perfect independent listening environment for end users and Genelec resellers in both Germany and the surrounding regions, so whether it's for demonstrations, training, regional launches or special events, the Berlin Experience Centre will become a major hub for

Genelec activity in mainland Europe – and will support the efforts of our distributors and resellers in a very premium way. Having so many models on demonstration in one prime location, is sure to make the Centre a regional magnet for discerning listeners across all market segments.”

The Berlin Experience Centre was officially opened on 1st October with a special launch party for German press and VIPs, and anyone wishing to find out more, or book a demonstration, should contact berlin.showroom@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. 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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