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Press Release

**Genelec raises a glass to Estonia’s**

**first Smart IP solution**

*Chin Chin wine bar breaks new ground with over 800 wines*

*and a stunning Genelec Smart IP loudspeaker system*

**Tallinn, Estonia, March 2024…** [Chin Chin](https://chinchin.ee/en/) wine bar in Tallinn, Estonia offers guests the blissful pairing of a crisp glass of wine with a stunning sea view. A solo project of sommelier Karl-Märten Käesel, the bar is a sophisticated space to sip, swirl and pour as your troubles melt away into one of 800 glasses of wine on the menu. To complement the encyclopaedic wine list and accompanying menu of hand-selected gourmet snacks, Chin Chin adds to the atmosphere with a discreet yet powerful [Smart IP](https://www.genelec.com/smart-ip) loudspeaker solution from [Genelec](https://www.genelec.com/).

Estonian audio-visual integrators [Progear OÜ](https://www.progear.eu/) designed, supplied and installed the system, with the help of local Genelec distributor [msonic Baltic](https://msonic.eu/). The solution comprises 10 [Genelec 4430](https://www.genelec.com/4430a) Smart IP loudspeakers that met Chin Chin’s brief of a superior multifunctional and aesthetically pleasing sound system. This milestone project marks the first time that a Genelec Smart IP solution has touched ground in Estonia, so this was a particularly special installation for Progear, msonic Baltic and the Finnish loudspeaker manufacturer.

“Genelec were selected because of their legendary status, and because they offer built-in DSP and [Dante](https://www.audinate.com/) compatibility,” begins Karl-Erik Sepp, sound installation project manager at Progear. “The 4430 uses one network cable, through which it receives power, audio and the possibility to control each speaker remotely. The ease of use was an important factor for the team at Chin Chin. The 4430 also offers Genelec’s famous sound quality, which can easily adapt to everything from relaxed wine tastings through to the curated DJ nights that Chin Chin hosts at the weekend.”

As well as serving as a place to wind down after work and let loose on the weekends, Chin Chin also hosts wine classes, which range from a tour around the Italian coast via specially selected bottles, to wine and food pairings and a sparkling wine course taking drinkers from Prosecco to Champagne. These classes take place in a separated area of the bar that can also be hired out for small meetings and events. This space can be separated from the rest of the sound system for classes to be carried out uninterrupted.

“In the small events space we installed two 4430 loudspeakers, as well as a Barco ClickShare CX-30 wireless image transfer device to make the wireless transfer of pictures and sound as seamless as possible. The remaining loudspeakers form a distributed audio system across the bar and seating areas to provide consistent, even coverage throughout the venue,” explains Sepp.

“In addition to the loudspeakers, at the heart of the system there is also a Yamaha MTX5-D processor, which controls the entire audio solution. Access to simple functionality is provided through wall panels and automation. To handle speech requirements there’s a Shure BLX24RE/SM58 wireless vocal microphone that automatically turns off the background music when in use and restores it after the mic is finished with – and the same automation was also created for the DJ input via the Yamaha MG10XUF mixing desk, which is also connected to the Dante network.

“This gives Chin Chin the opportunity to place the performer almost anywhere in the venue where a network connection has been established, which gives them complete flexibility. We built the audio solution around the mixing desk, Dante converter and cable rack so that all the necessary components would be together in one place and could be stored neatly out of sight when not in use.”

While it may be modest in size, Chin Chin is a glimpse into wine bars of the future, with wine dispensers, expert sommeliers and an impressive Genelec sound system that adapts to a variety of events. Born out of a love for great wine, Chin Chin now offers even more than a glass or two of your favourite tipple, with high-quality, versatile sound from Genelec’s unrivalled Smart IP series.

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 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. 45 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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