

GENELEC®

# CASE STUDY

**Luxury Cinema  
Lounge Chooses  
Genelec Speakers**

THE VIP SCREEN IN  
FINLAND USES EIGHT  
GENELEC SPEAKERS TO  
DELIVER PREMIUM AUDIO





**FINNKINO OMENA OPENED ITS DOORS** IN APRIL 2017 AS THE FIRST CINEMA IN NORTHERN EUROPE TO USE LASER PROJECTION IN ALL OF ITS SCREENS.

**A**mong the Espoo cinema's seven auditoriums is the Finnkino Lounge, which has been designed to offer its customers a cinema experience to exceed all expectations. The intimate cinema is loaded with luxury extras, including wide leather loungers which recline at the touch of a button, and individual tables where pre-ordered food can be delivered directly and discreetly to movie

fans at their seats. The VIP screen in Finland uses eight high performance Genelec speakers to deliver premium audio with precise imaging for a truly absorbing 7.1 audio experience.

"The main reason we decided to choose Genelec was to underline and define the exclusivity of the luxury experience by using top of the line speakers," says Ari 'Jaska' Saarinen, who was Finnkino's technical manager for this project.



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“Genelec is an extremely well-known brand, and synonymous with outstanding performance in the pro audio industry. It was an obvious choice for me in this installation.”

Saarinen was previously frustrated by the lack of quality cinema speakers to choose from when equipping cinemas across Europe, and he has often used custom-made loudspeakers which are designed to be positioned in a special array above a non-perforated screen. For the Lounge project however, he was keen to take the cinema experience to the next level, with the assistance of Genelec. “All of the customer feedback we have received has been very positive, and the Finnkinno Lounge is very popular; it’s always a sell-out,” he adds. Finnkinno Lounge uses three powerful 1234AC three-way active speakers positioned horizontally above the

screen to deliver precise imaging both on- and off-axis, courtesy of Genelec’s Directivity Control Waveguide (DCWTM) technology. By positioning speakers above the screen instead of behind a perforated screen – as is conventional with cinema audio setups – the speakers avoid any unwanted comb filtering effect or impact on loudspeaker dispersion which the screen may add.

In addition, four Genelec 1238AC loudspeakers are positioned at the sides and the back of the auditorium. The 1238AC is little brother to the 1234AC, sporting dual 10” woofers to the dual 12” woofers that feature in the 1234AC model. The careful positioning of the speakers, all of which are three-way for maximum accuracy and directivity control, ensure the highest quality 7.1 audio experience for every seat in the house. Rounding off the installation is Genelec’s

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most powerful subwoofer, the 7073A. Featuring four 12” drivers, 19 Hz lower cut-off frequency and 124 dB sound pressure output capability, the speaker delivers powerful and precise bass throughout the auditorium.

“I have worked with Genelec for almost 30 years and it is always a pleasure,” notes Saarinen. “Working on the Finnkinno Lounge project with Genelec has been an excellent experience, and we are delighted with the outcome.”

Finnkinno is a part of Odeon Cinemas Group, and it operates cinemas in eleven different cities around Finland, with 16 theatres and a total of 104 screens. The theatre group aims to offer quality films to customers with the best possible viewing comfort as well as a variety of additional services.



## THE KIT

- 3 x 1234AC SAM studio monitor
- 4 x 1238AC SAM studio monitor
- 1 x 7073A studio subwoofer



