**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Webster University’s Expansive New Audio Education Facilities Are All-Genelec**

— Three full recording studios, including one Atmos® mixing suite, three multi-purpose isolation booths, and a pair of Technical Ear Training Rooms, are all equipped with a range of Genelec studio monitors and make extensive use of Genelec’s proprietary calibration software tools —

NATICK, MA, February 16, 2023 — Established in 1915 in St. Louis, Missouri, the non-profit, independent Webster University serves more than 10,000 students at more than 50 locations on four continents, with more than 200,000 alumni. The Audio Aesthetics and Technology department in the School of Communications offers two degrees: a bachelor of science focusing on the technical aspects of audio production, including recording, mixing, acoustics, and live sound; and a bachelor of arts preparing graduates for careers in film sound, animation, game audio, and other media-arts applications.

With a major remodeling of the Sverdrup Building housing the School of Communications, Webster has a brand-new suite of audio facilities including multiple fully-equipped recording studios – one of which is a Dolby Atmos®-ready control room with a 7.1.4 monitoring complement – as well as three multi-purpose isolation rooms that can be used as iso booths for recording or practice or writing rooms, and two Technical Ear Training rooms where students learn to develop critical-listening skills and which can also be used as small mix rooms. Every one of those spaces, all designed by St. Louis-based V Three Studios and opened fully for the Winter 2023 semester, is fitted exclusively with active monitoring from Genelec.

Studio A has a pair of [1234A](https://www.genelec.com/1234a) Smart Active Monitors™ (SAM) as the main L-R array, a [7382A](https://www.genelec.com/7382a) Smart Active Subwoofer, and a pair of 1032A Studio Monitors as nearfields. Studio B (the Atmos-equipped room) uses three [8351B](https://www.genelec.com/8351b) SAMs as the main L-C-R array, eight [8341A](https://www.genelec.com/8341a) SAMs as surrounds and overheads, a [7370A](https://www.genelec.com/7370a) SAM sub and two [W371A](https://www.genelec.com/w371a) SAM Woofer Systems paired to the L-R 8351Bs, and a combination of pairs of [8331A](https://www.genelec.com/8331a) and [8330A](https://www.genelec.com/8330a) monitors as stereo nearfield options. Studio C has a pair of 1032B nearfield monitors. All three iso rooms are equipped with a pair of [8320A](https://www.genelec.com/8320a) SAMs. Technical Ear Training Lab A has five 8320As, two 1032Bs and a [7350A](https://www.genelec.com/7350a) SAM sub, allowing it to be used for surround monitoring, as well as a pair of 1032Bs for nearfield monitoring. Technical Ear Training Lab B has pairs of 1032Bs and [8010A](https://www.genelec.com/8010a)s as nearfields, as well as [7050C](https://www.genelec.com/7050c) and [7040A](https://www.genelec.com/7040a) subs. The studios also made extensive use of Genelec’s GLM™ (Genelec Loudspeaker Manager) and AutoCal™ software tools, assuring perfect calibration of every monitor in each space.

“This is a very robust professional audio program that we redeveloped four years ago to take into account new developments in the technology and business of audio, and now we have entirely new studios to go along with that,” states Casey Hunter, Assistant Professor / Director of Studios at the university program. “V Three came to us with design ideas, and we were able to specify the equipment and technology platforms we wanted for each space. Every room has Genelec monitors and technology in it.”

Hunter says the entire facility, which is fully networked via Dante over Cat-6 cabling, is consistently Genelec, a practice that goes back to the program’s earlier iteration that used Genelec 1032 monitors as its baseline monitoring standard. “We’ve always loved the sound of Genelecs — we can work for hours and never experience fatigue,” he explains. “With the investment in new equipment and technology in the remodeling, we’re benefiting from a much wider range of Genelec monitor types and we can better fit each specific studio and room with the exact right speaker type. We actually visited the Genelec Experience Center in Natick, Massachusetts, to audition everything Genelec offers, and that’s reflected in the new studios. The kind of relationship we’ve developed with Genelec has resulted in some great advantages. For instance, Genelec Inc. Senior Technical Sales Manager Paul Stewart showed us how to integrate the Elgato Stream Deck controller with the GLM over MIDI as the way to select instantly between different sets of monitors, which is incredibly useful in rooms like Studio B, with its Atmos surround and stereo arrays, and Technical Ear Training Lab A, which has surround and stereo monitoring capability. This facility is going to give students a great springboard into careers in pro audio, where they will also be hearing plenty of Genelec monitoring.”

“We have had a strong audio program for many years, and now we are able to provide our students state-of-the-art facilities and equipment, fully equivalent to the best professional studios, preparing our students to succeed now and in the future,” said Eric Rothenbuhler, Dean of the School of Communications.

*...ends 728 words*

Photo file 1: Webster\_StudioA.JPG

Photo caption 1: Studio A in the Sverdrup Building at Webster University, featuring Genelec Smart Active Monitors™

Photo file 2: Webster\_StudioB\_Photo1.JPG

Photo caption 2: Dolby Atmos®-equipped Studio B in the Sverdrup Building at Webster University, featuring Genelec Smart Active Monitors™

Photo file 3: Webster\_StudioB\_Photo2.JPG

Photo caption 3: Dolby Atmos®-equipped Studio B in the Sverdrup Building at Webster University, featuring Genelec Smart Active Monitors™

Photo file 4: Webster\_TechnicalEarTraining\_MixLabA.JPG

Photo caption 4: Technical Ear Training Lab A in the Sverdrup Building at Webster University, featuring Genelec Smart Active Monitors™

Photo file 5: Webster\_CaseyHunter.JPG

Photo caption 5: Casey Hunter, Assistant Professor / Director of Studios in the Audio Aesthetics and Technology department in the School of Communications at Webster University

PDF file: WebsterUniversity\_Genelec\_CaseStudy\_Web2.pdf

PDF caption: Genelec Webster University case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*