

GENELEC®

# CASE STUDY

## **Tone 11 Chooses Genelec for New San Francisco Facility**

MODERN SOUND HELPS  
KEEP SAN FRANCISCO A  
HUB FOR ADVERTISING  
AUDIO AND CREATIVITY







## **TONE 11 INSTALLS 7.1.4 DOLBY ATMOS SYSTEM WITH GENELEC SMART ACTIVE MONITORING**





After 15 years as a staff engineer at San Francisco's legendary One Union Recording Studios facility and then two and a half years engineering at advertising audio house Handsome Sound, Eben Carr is taking all of the experience of producing, engineering, and mixing audio for advertising content, as well as a deep understanding of the business of that sector, and rolling it into [Tone 11, Inc.](#), his new

production and mixing facility in the city's Ice House Alley neighborhood. Housed near Levi's Plaza, in a building that is part of one of the largest and oldest masonry constructions in the Bay Area, Tone 11 boasts a sound that is as modern as it gets, utilizing a [Genelec](#) monitoring system that will help keep San Francisco a hub for advertising audio.

Our target market is a combination of large and small agencies representing tech firms

# ” GENELEC SPEAKERS MAKE IT EASY TO GIVE EVERYONE A GREAT, ACCURATE LISTENING EXPERIENCE.

and others, but all of which need great sound for every type of platform, from television to iPhones,” says Carr, noting work he’s done for local icons such as LinkedIn, Airbnb, and Logitech, as well as agencies like Duncan Danin. As the latest development in a career that has included stints at Russian Hill Recording Studios (assisting on film and music projects with Robin Williams, Sofia Coppola and Geoff Muldaur) and Crescendo Studios (one of San Francisco’s original boutique recording studios catering to the advertising community), Carr says, “It was a good time to go out on my own. The opportunities are there.” And so are Genelec monitors, which he says offer him a familiar monitoring environment and his clients the kind of sound that translates perfectly across multiple playback media.

Tone 11’s monitoring is configured to comply with the Dolby Atmos® format: three Genelec

[8351B](#) Smart Active Monitors™ compose the front wall’s L-C-R array; four [8340A](#) Smart Active Monitors are used as left-right and left-right rear channels, with four 8340As as the overhead array. The immersive system is completed by a pair of [7370A](#) Smart Active Subwoofers™. The system was installed and tuned utilizing Genelec’s [GLM 4](#) and AutoCal 2 software, which assures perfect imaging in the monitoring environment.

“I’ve always used Genelec monitoring and technology everywhere I’ve worked, so it made sense to stay with Genelec for Tone 11,” says Carr. “They fit well with the rationale for opening a new studio in San Francisco at a moment like this: it’s about the value of having a real studio to bring new life to the collaborative spirit that made San Francisco such a creative place in the first place. I’m banking on people sharing that value. Genelec





” THAT’S WHAT GENELEC GIVES YOU: A GUARANTEE OF GREAT SOUND.

speakers make it easy to give everyone a great, accurate listening experience and to make people feel good about the way audio sounds, which is so important. That’s what Genelec gives you: a guarantee of great sound.”

## THE KIT

3 x 8351B

8 x 8340A

1 x 7370A





GENELEC, INC 7 TECH CIRCLE | NATICK, MA 01760 | UNITED STATES | TEL. 1-508 652 0900 | GENELEC.USA@GENELEC.COM | WWW.GENELEC.COM