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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec Aural ID plug-in delivers the ultimate in personalised headphone monitoring**

**January 2022, Iisalmi, Finland…..**Genelec, the world leader in audio monitoring solutions, has now made its Aural ID® software technology available in an easy-to-use DAW plug-in format. As well as providing extra features and more flexible purchasing models, the new [Aural ID](https://www.genelec.com/aural-id) plug-in integrates smoothly into every audio professional’s workflow - delivering a more truthful, reliable and completely personalised headphone listening experience, from stereo to immersive.

Using simple video footage supplied by the user via the free Aural ID Creator mobile app, Genelec will then analyse the way the user’s head, external ear and upper body affect and colour the audio arriving from all directions. This effect is totally unique to every individual and is called the Head-Related Transfer Function (HRTF). Aural ID’s cloud-based calculation engine then models the user’s own head and upper torso features to calculate their personal HRTF, and this information enables precise rendering of audio in any direction within the Aural ID plug-in, which is available in VST, AAX and AU formats for easy integration into any DAW.

Aimed primarily at audio professionals working in music, film, broadcast, game audio design and academic research, Aural ID is unique in its ability to offer a comprehensive and personalised headphone experience unlike those relying on generic HRTFs. Furthermore, Aural ID delivers headphone listening with a natural sense of imaging that is modelled on in-room loudspeaker monitoring, enabling more reliable headphone mixing decisions than ever before. For mobile audio professionals who regularly work remotely in ad-hoc environments, Aural ID is a godsend.

New to the plug-in version of Aural ID is the ability to compensate for the sound colouration that any headphones will introduce. There are two modes for achieving this, the first and most accurate being a corrective EQ individually tailored for a library of specific headphone models within the plug-in, while a second mode offers a more generalised response that supports any professional headphone model.

The Aural ID plug-in also allows users of [Genelec Smart Active Monitors](https://www.genelec.com/sam-studio-monitors-subwoofers) to import calibration files directly from Genelec’s [GLM](https://www.genelec.com/glm) loudspeaker manager software. This helps the user to closely replicate the performance of their in-room monitoring system~~,~~ creating a complete Genelec monitoring ecosystem with a more natural and satisfying connection between personalised in-room and headphone monitoring. This connection is further enhanced by the ability of the plug-in to create and store a virtual model of the user’s in-room monitoring set up, allowing the solo and mute of any virtual monitor in an intuitive way. Users can also perform fine adjustments of the virtual monitor spatial location, level alignment, listener orientation in azimuth and elevation, and total system equalisation.

The Aural ID plug-in is available directly from the Genelec Cloud platform via a cloud-based subscription service, giving continuous access to the latest updates, future Aural ID features and immediate help desk access. Pricing options for both individuals and corporate/educational group licences are available.

Commenting on the plug-in launch, Genelec Managing Director [Siamäk Naghian](https://www.genelec.com/en/blog?p_r_p_categoryId=372547#latest-posts) explains:

“While we firmly believe that in-room loudspeaker monitoring is unrivalled during the recording and mixing process, high quality headphones play an important role as a supplementary monitoring tool. Aural ID empowers headphone users by giving them the confidence to switch between monitors and headphones freely, delivering mixes that translate consistently to the outside world. We’re also proud that Aural ID technology achieves this in a totally sustainable way, requiring no hardware changes or using otherwise precious natural resources. We feel sure that audio professionals will warmly embrace the new features, usability and flexible purchasing models that the Aural ID plug-in now offers.

For more information, please visit [www.genelec.com/aural-ID](http://www.genelec.com/aural-ID)

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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. Over 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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