

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Genelec Monitors Chosen for PNDA Studios in Haddonfield, NJ

— Genelec 8361A Smart Active Monitors help Tyler Costantino (aka TyCo) and his PNDA Studios serve their talented social media influencer clients in a sleek, stylish atmosphere with the right sound to mix contemporary pop and R&B with precision and musicality —

NATICK, MA, March 19, 2020 — In many ways, the fundamentals of music production have not changed: writing a song, then going into a recording studio with an engineer and a producer and putting it all together. On the other hand, Tyler Costantino — TyCo, to his friends and colleagues — and his [PNDA Studios](#), in Haddonfield, NJ, just across the Delaware River from Philadelphia, are emblematic of how music production has evolved with the rise of social media. The Full Sail University graduate and his partner, Kate Nece, who does video editing, have some of what would be considered traditional music clients, including several successful singer-songwriters. But much of PNDA's success is based around TyCo's astute understanding of how music and social media intertwine. He produces and also manages several high-profile influencers — creatives whose talents are often less traditional but no less impactful on a digital landscape. They include Mark Thomas, aka Duhitzmark, who boasts millions of followers and was one of the first and biggest stars on the social media app Musical.ly (later merged with the wildly popular app TikTok), Nashville country/pop artist Dalton Mauldin, and JJ Hannon, whose Instagram account has 1.3 million followers. Tyco, knowing

the influencer space on all social media platforms, has also used TikTok to market artists for major record labels. Collectively, PNDA's network of influencers has over 500 million followers and has millions of fans on Instagram, Twitter, and YouTube.

TyCo's studio is equally unconventional. A console was kept in place for a while after it was opened nearly five years ago, mainly as a reference point for new clients who might have been expecting a more typical studio environment. But the facility's black & white design aesthetic and its spare, modernistic vibe reflect how music production has moved into an almost post-technological, software-driven space – the console wasn't being used, so it was an easy decision to sell it to a more conventional studio space that would put it to great use. But beneath its minimalistic sheen, PNDA Studios is built to let creativity flourish, to let those who work there hear what needs to be heard, just as the best classic studios of the last century were able to. So the console may be gone, but one traditional element of elite studios cannot be sacrificed: state-of-the-art studio monitoring.

That's where Genelec comes in. TyCo first heard Genelec 1031s as a student at Full Sail. "I fell in love with them immediately," he recalls. "When it came time for my first studio, which was more traditional, I went with the 8050s. I stayed with those for eight years." For the latest iteration of his workspace, TyCo continued with Genelec, but this time moved on to the 8361A 3-Way Coaxial Smart Active Studio Monitors – the largest system in Genelec's "The Ones" series. And while they offered him the same accuracy and authenticity that Genelec is revered for (as well as Genelec's Smart Active Monitoring technology and GLM calibration software that adapts itself to the room), this generation of Genelec also satisfied his design-aesthetic needs, with a stark white-and-black motif that perfectly matches the rest of the studio. "I literally built this studio around these speakers, both in terms of monitoring and in terms of the look," he says. "The 8361s give me the sound, the low end, that I need to mix pop and R&B records without the need for a sub. I can turn them up and not lose the sound quality. They're the perfect speakers for what I do. And they look great."

For more information please visit www.genelec.com.

Photo file 1: PNDA_Photo1.JPG

Photo caption 1: PNDA Studios, featuring Genelec 8361A Smart Active Monitors

Photo file 2: PNDA_Photo2.JPG

Photo caption 2: PNDA Studios, featuring Genelec 8361A Smart Active Monitors

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 10 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.

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—For more information on the complete range of Genelec Active Monitoring Systems, contact:
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