

****EMBARGOED FOR PUBLICATION UNTIL 10.00 CEST, JUNE 14th****

Press Release

Genelec improves on a classic with 7050C subwoofer

Helsinki, Finland –June 2018...Genelec has once again redefined the benchmark for compact subwoofer performance by unveiling the 7050C, which delivers an extended low frequency response with higher SPL and lower distortion than its 7050B predecessor, along with the added benefits of a professional bass management system.

The 7050B has long been a category leader in terms of its size-to-SPL ratio, so the 7050C has been specifically crafted to improve on a classic. The unit's LSE spiral enclosure has been further refined to deliver unconventionally clean audio output even at peak levels, with users also benefitting from a remarkable 3 dB increase in SPL capability and a universal switched-mode power supply.

Equally comfortable working in stereo or multichannel audio systems, the 7050C is designed to sit proudly alongside Genelec's existing professional subwoofers. The bass management system provides five input and output channels with 85 Hz low-pass/high-pass filters, plus a discrete 120 Hz LFE signal input with selectable +10 dB boost. The 7050C measures just 410 mm (16 1/8-inches) in height, with a width of 350 mm (13¾-inches), a depth of 319 mm (12 9/16-inches) and contains a single 205 mm (8-inch) magnetically shielded low frequency driver, housed in a Genelec LSE spiral enclosure, which helps deliver the unit's impressively clean LF response down to 24 Hz. Like all Genelec products, the 7050C has been created with sustainability at its heart and the ability to continue delivering flawless, transparent sound reproduction for decades to come.

The 7050C can be calibrated to suit its acoustic environment courtesy of a comprehensive set of rear panel DIP switches. Adjustable settings include phase and low frequency roll-off, the activation of the +10 dB LFE level, and the sensitivity of the Intelligent Signal Sensing (ISS) power-saving mode, which reduces the unit's power consumption to a mere 0.5 W in standby.

The 7050 enjoys a celebrated history, having first appeared when the original Genelec 7050A subwoofer debuted in 2002, replacing the 1091A. Over the years that followed, the model rapidly rose to prominence as the standard by which other solutions were

measured. In 2005, the 7050B followed with an improved specification and feature set, and now the 7050C continues the work of its predecessors, providing the ideal companion for any nearfield monitor, particularly Genelec's own 8010, 8020, 8030 and M030 models.

"The 7050 name is respected in studios all over the world, so as we developed this new version of a much-loved classic, we treated it with great care," commented Genelec Managing Director, Siamäk Naghian. "I'm delighted to say that the result, the 7050C, honours Genelec's core principles – purity of sound, products that last for many years with the minimum of maintenance, and the skilful implementation of the latest loudspeaker technology. The 7050C is so advanced that it could easily have represented an entirely new product, but instead we chose to continue the legacy of a well-established model, made greater still by this new step forward."

For more information on the Genelec 7050C, visit www.genelec.com.

###

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. 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.

For press information, please contact:

Mari Primetta
Marketing Communications Manager, Genelec Oy

Tel: + 358 44 799 5074
email: mari.primetta@genelec.com