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

Press Release

**Genelec opens Stockholm and Helsinki Experience Centres**

**Iisalmi, Finland – October 2022...** Genelec, the world leader in professional loudspeaker systems, has added Stockholm and Helsinki to its global network of [Experience Centres](https://www.genelec.com/experience-centres). By visiting these new facilities, customers will receive expert personal advice on Genelec loudspeaker solutions, and enjoy an exceptionally high quality critical listening environment, from stereo to immersive. The new Nordic locations join existing Genelec Experience Centres in Europe, America and Asia - all of which share the same mission of helping customers to understand and experience the finest in sound reproduction.

[Genelec](http://www.genelec.com/) has long and close connections with both Stockholm and Helsinki, each of which is a thriving cultural hub with a strong identity and sophisticated audio community. The company has developed its own teams in both cities over many years – and the two new Experience Centres further heighten Genelec’s commitment to social responsibility, by supporting each city’s unique cultural heritage.

Hosted by Erik Skanderbeck and Patrick Lundin from Genelec’s Swedish team, the Stockholm Experience Centre is based near the city centre on the former site of the legendary Park Studios complex. Skanderbeck and Lundin oversaw the upgrading of the infrastructure and the modernisation of the IT/AV technology throughout, plus the installation of energy-saving Smart building technology to deliver sustainability and flexibility in planning.

The Stockholm location is divided into 5 distinct zones, including the flagship 7.1.4 immersive Boman Room, the stereo environments of the Saltgruvan and Berg Rooms, the large Live Room, and the Lobby Area for AV system demonstrations. The rooms are equipped throughout with a wide selection of [Genelec smart active loudspeakers and subwoofers](https://www.genelec.com/sam-studio-monitors-subwoofers), all optimised using [GLM](https://www.genelec.com/glm) calibration software. Additionally, the Lobby Area features a selection of Genelec [Smart IP](https://www.genelec.com/smart-ip) and [4000 series](https://www.genelec.com/4000-series) installation loudspeakers. A huge variety of sound sources, from DAWs to streaming devices and music servers, allows customers to audition the systems in the most appropriate and convenient way.

Overseen by Genelec’s Anders Nyman, the Helsinki Experience Centre is centrally located in the beautiful 19th century building that also hosts Genelec’s Helsinki offices and Artist Room. The Helsinki facility offers two critical listening spaces – one with a 7.1.4 immersive system based around The Ones three-way coaxial studio loudspeakers, and the other featuring a wide selection of stereo solutions, up to and including the [1234A](https://www.genelec.com/1234a) main studio loudspeaker models.

As in Stockholm, the Helsinki loudspeaker systems are all calibrated with GLM software, and a variety of sound sources allows visitors to audition the loudspeakers with a choice of commercial content or their own individual projects.

Genelec’s Nordic Sales Director Mikko Tuomi comments:

“These Nordic Experience Centres offer customers the perfect opportunity to audition our loudspeaker systems in a controlled, high quality listening environment, and get expert personal advice in a relaxed and peaceful atmosphere. We’ve particularly seen a rapid increase in customers wanting to experience immersive audio and learn more about the opportunities it presents, so these facilities complement our dealer’s efforts, bringing us even closer to our local customers through education and the appreciation of fine audio performance.”

To learn more about Genelec Experience Centres, and to make an appointment, please visit [www.genelec.com/experience-centres](http://www.genelec.com/experience-centres)

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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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