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

Press Release

**Genelec advances multichannel sound at the University of Greenwich’s SHIFT facility**

**London, UK, February 2025…**London’s University of Greenwich has unveiled its groundbreaking [Shared Hub for Immersive Future Technologies (SHIFT](https://www.gre.ac.uk/research/activity/las/shift)), a £1 million facility dedicated to advancing multichannel sound composition, immersive audio and visual performance. Central to SHIFT’s success is Genelec monitoring, which provides the spatial precision needed for innovative sound production.

At the heart of the new Immersive Sound Lab, located in the King William Building of the Old Royal Naval College, is a 32.4 spherical array of Genelec Smart Active Monitors comprising 32 [8331](https://www.genelec.com/8331a) three-way monitors and 4 [7350](https://www.genelec.com/7350a) subwoofers. Calibrated using [GLM](https://www.genelec.com/glm) software, the system supports high-resolution ambisonic recordings and formats including Atmos, DTS:X and Auro 3D – pushing creative boundaries in sound composition.

“There was only ever one choice for our new Immersive Lab,” says Andrew Knight-Hill, Professor of Music and Sound Arts at the University. “The spatial clarity and accuracy of Genelec’s point source design deliver unmatched immersive experiences.”

Complementing the lab is the Digital Immersive Theatre, housed a few miles up the road in the historic Victorian swimming baths of Woolwich Bathway. This 200-person capacity venue features a fixed 28.2 Genelec audio system (comprising [8030](https://www.genelec.com/8030c)s, [8050](https://www.genelec.com/8050b)s, [8350](https://www.genelec.com/8350a)s and [7382](https://www.genelec.com/7382a) subwoofers), which can expand to a 40.2 configuration depending on the project. Combining immersive 360-degree projection mapping, surround sound and dynamic lighting infrastructure, the theatre enables a wide range of performances, including those developed in the Immersive Sound Lab.

Despite challenges posed by the historic buildings housing the facilities, innovative infrastructure work by [Stage Electrics](https://www.stage-electrics.co.uk/) and the audio expertise of [HHB Communications](https://www.hhb.co.uk/) preserved heritage while meeting technical demands. “Every step of the project was guided by close consultation with heritage specialists and the university team to maintain balance between preservation and technological advancement,” comments Saul Eagles, Business Development Manager at Stage Electrics.

Reflecting on the impact of the Research Centre’s expansion, Knight-Hill remarks, “SHIFT has fostered a real sense of diversity and allows us to work with a vast array of musical styles. With the Immersive Sound Lab, there’s something very special about the focus and clarity of the soundfield in the sphere. The coherence and integrity of the spherical array with its coaxial monitors allows you to stand outside it, and yet still hear material inside the ‘bubble’ – the imaging doesn’t collapse.”

Looking ahead, Knight-Hill emphasises the team’s plans for 2025, including a series of Loudspeaker Orchestra events and a focus on making incremental improvements now that SHIFT is fully established. He concludes: “We’re committed to encouraging people to think about immersive audio as much more than a delivery format. We also want them to explore its potential to shape the creative process and become an expressive dimension.”

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

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***About Genelec***

*Founded in 1978, Genelec is the global leader in designing and manufacturing active loudspeaker systems for professional studios, audiovisual installations and residential applications. With an unrivalled commitment to research and development, all Genelec solutions offer truthful sound reproduction, exceptional reliability, and the ability to adapt to their acoustic environment. Manufactured sustainably in Iisalmi, Finland, Genelec technology represents a secure long-term investment in outstanding audio reproduction.*

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