

\*\*\*Please note that this release is embargoed until Tuesday November 10th at 10.00 CET. We'd appreciate your understanding in keeping this information confidential until then\*\*\*

## Press Release

### Aurom Post Doubles Down on Immersive with Genelec

**Mumbai, India, November 2020...** In Mumbai's notoriously competitive post production market, a studio's success depends on offering a consistently excellent service – and being able to offer the latest and best technology. One such post production house is [Aurom Post Sound](#), who have deepened their commitment to immersive audio with the addition of a second 7.1.4 room, powered by [Genelec Smart Active Monitors](#).

“With customers impressed with the kind of performance we were getting from our first immersive studio, we decided to upgrade our original 5.1 room to a 7.1.4 configuration,” explains Aurom's owner Akhilesh Acharya – who is a sound designer and mix engineer in his own right. “That would mean we would have two rooms with Genelec 7.1.4 monitoring that can both offer multi-format post production.”

The project saw Genelec's Indian distribution partner, [Sound Team](#), work closely with acoustic consultant Ajay Kumar PB and the local team from Dolby to ensure that the room would offer the translation between the studio and the movie theatre that Aurom required, as well as meeting Dolby's exacting standards in a challenging space. The facility's first Atmos studio used 8240A monitors and a 7270A subwoofer for the 7.1.4 configuration, but due to the size of the second room a different solution was found for the new space.

“We all know as mixing engineers that if you want to get the right sound and translation, Genelec is the only option available,” says Acharya. “For the new room we are using [8340As](#) as LCR, with [8330As](#) for surrounds and overheads plus a [7370A](#) subwoofer and [9301A](#) Multichannel AES/EBU interface,” he adds. “These monitors were suggested by both Dolby and Sound Team in accordance with the room size, so that we can work on both theatre mixes and OTT platforms. We are absolutely happy with our monitoring chain.”

With the solution designed, installation was a smooth process, taking five days from cabling to commissioning. One of the reasons for this was Genelec's [GLM](#) calibration software.

“We were impressed with the way GLM's Auto Calibration works, and gets you very accurate results,” says Acharya. “The ability to then manually tweak after the AutoCal stage really gives a lot of flexibility to the person calibrating the room. We have also made different setups in GLM so that we can switch at any time between presets for a 5.1 film mix, theatrical Atmos, OTT Atmos and stereo too.”

Reflecting on the overall project, Acharya is clearly satisfied with the choices that Aurom has made. "For a mix room everything is results oriented," he reasons. "It's all about translation. We have not lost a single client in the past 5 years. The main reason is, they have heard more or less the same mix in the theatres or at home. Customers are happy and we have been getting regular work. We have found a high-performance product with very good reliability, and we are extremely happy with our purchase of Genelec monitors."

For more information please contact [www.genelec.com](http://www.genelec.com), [www.soundteam.in](http://www.soundteam.in) and [www.aurompostsound.com](http://www.aurompostsound.com)

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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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