

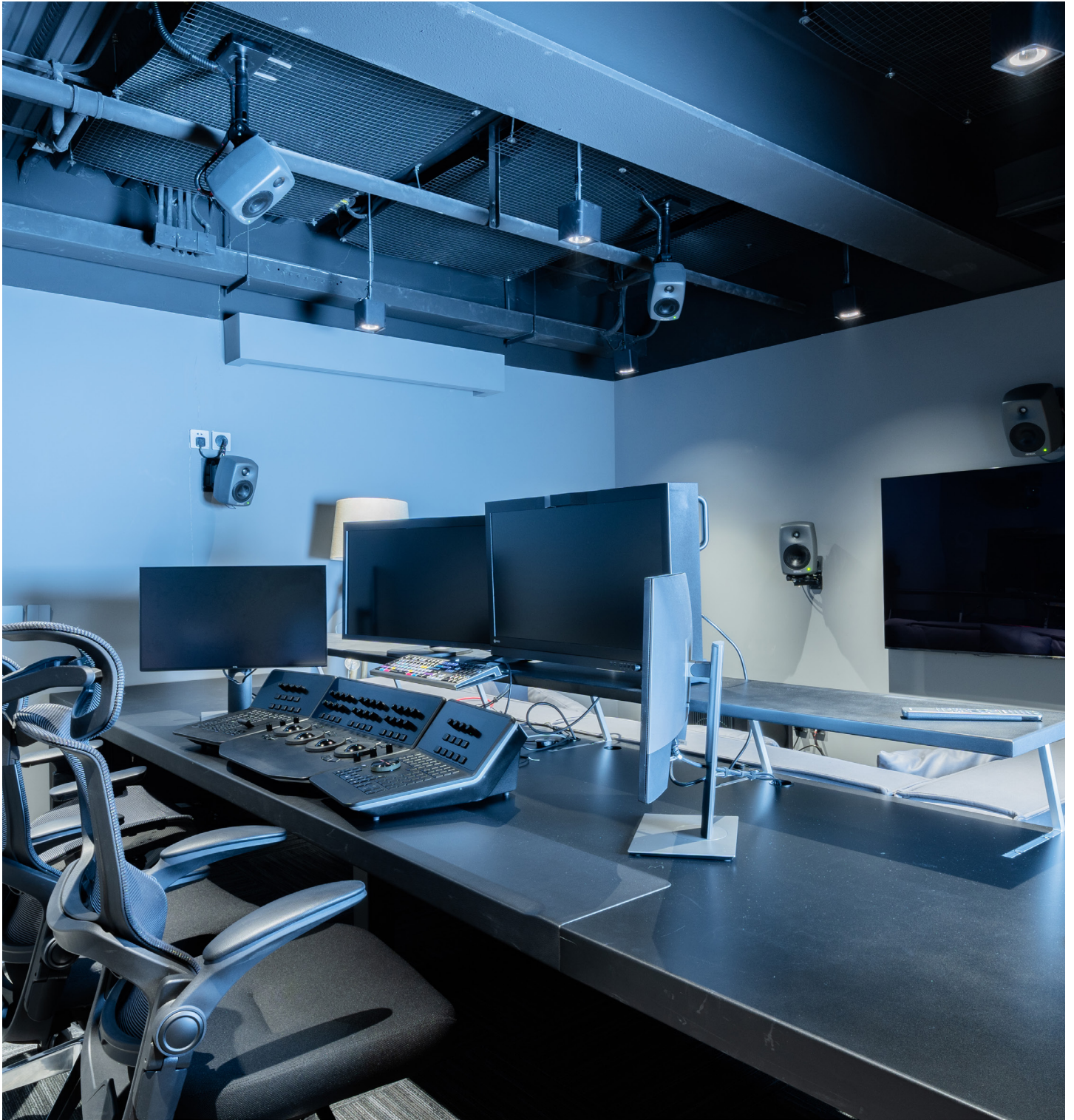
GENELEC®

# CASE STUDY

**Polished  
post-production**

GENELEC HELPS  
HEGUANG STUDIOS  
CREATE IMMERSIVE  
AUDIO ENVIRONMENTS  
ACROSS NEW FACILITY





# **GENELEC SMART ACTIVE MONITORING** POWERS SIX ATMOS ROOMS AS PART OF NEW UPGRADE



Post-production studios are crucial sites for advancing audiovisual technologies in the ever-changing world of film and television. For developing, testing and perfecting audio solutions to enhance the cinematic experience, these specialised facilities are making significant strides towards more efficient production practices. In the case of China's film market, HeGuang Studio is emerging as an influential force.

Constructed by the Beijing-based As One Production, HeGuang Studio has been involved with a wide array of film and television masterpieces including *The Wandering Earth 2* and *Creation of the Gods 1*. In recent years, HeGuang Studio decided to elevate the quality of its equipment, aiming to handle more comprehensive post-production processes and achieve a more unified output standard. As part of this upgrade,

# ” THE CONSISTENT PERFORMANCE OF GENELEC SYSTEMS INFLUENCED OUR DECISION.

the dialogue and sound editing suites – typically equipped with stereo or LCR monitors – were upgraded to Dolby Atmos immersive systems.

While reviewing films at home on modern high-quality monitors, mixing engineer Wang Chong – a long term HeGuang collaborator – discovered sonic flaws in past productions. “These flaws were due to equipment limitations at the time. I realised that if I want my work to be broadcast 20 years from now with excellent sound quality, I must use the highest possible technical standards.”

So to ensure high-quality sound reproduction during every step of the process, Genelec Smart Active Monitoring was the go-to choice. Li Xiaopan, Director of HeGuang Studios, explains: “We picked Genelec monitors for this immersive

upgrade because they improve our working environment and enable us to confirm both sound and picture quality at the same time, which is crucial for projects on tight deadlines.

“The consistent performance of Genelec systems, praised for their ‘stable curve’ by many professional audio engineers, influenced our decision after extensive research,” Xiaopan adds. The state-of-the-art configuration at HeGuang Studio now allows films to be completed to the highest industry standards. “We aim to maintain a unified sound playback standard throughout the entire process. Our dialogue and sound editing studios are designed to ‘go higher’ and match the quality of the pre-mix and final mixing stages,” Xiaopan explains.



*(L to R): Li Xiaopan, Wang Chong, Li Duo and Li Shaoquan.*

” WITH GLM, WE CAN CALIBRATE THE MONITORS OURSELVES  
IN LESS THAN 15 MINUTES.

Audio post-production is led by Li Duo, Head of the Sound Department. Her role encompasses sound editing and project coordination right through to handling mixing duties when necessary. “For the convenience of post-production mixing and articulation, we can now hear the ‘full’ sound in any production session. It can be said that each of our studios has the infrastructure to carry out any type of film sound post work, which may seem like a luxury, but it actually saves time and increases efficiency.” Li Duo and her team rely on Genelec [GLM software](#) to recalibrate the monitoring systems for each new project, ensuring a standardised and efficient workflow.

The facility features three 7.1.4 rooms – the Premix Studio, the Home Studio and the Dolby Vision Home Certified Studio for colour grading.

The Premix Studio features [S360s](#) for LCR, [8340s](#) for surround and height channels and a [7380](#) subwoofer, while the Home Studio has deployed [8350s](#) for LCR, 8340s in the surround and height positions, complemented by a [7370](#) subwoofer. Interestingly, the choice of 7.1.4 for the Dolby Vision Home Studio is unusually sophisticated for a colour grading room, and features [8330s](#) for LCR, [8320s](#) for surrounds and overheads and a [7360](#) subwoofer. Finally, the three Edit Studios are equipped with 7.1.2 systems variously featuring 8340 and 8330 monitors, plus 7360 subwoofers. All rooms have been configured and calibrated using GLM software.

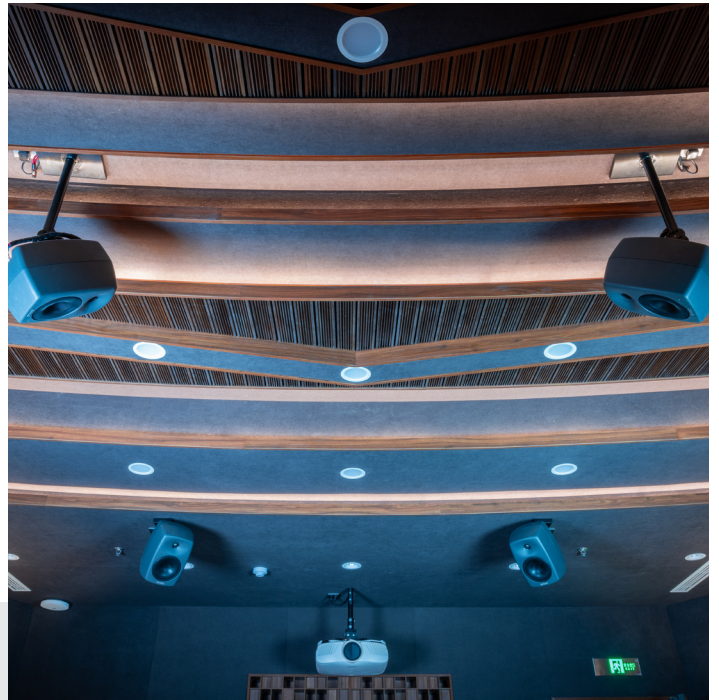
Xiaopan was notably impressed by the automated calibration process that GLM’s AutoCal 2 algorithm offers: “Advanced technology like GLM,



which cuts out unnecessary hard work, will definitely push the industry forward.” Li Shaoquan, Head of Equipment and Technical Management at HeGuang Studio, also adds, “In the technical field, we look for ‘high efficiency’ and ‘no need to ask for help’. With GLM, we can calibrate the monitors ourselves in less than 15 minutes, without needing a professional technician. Additionally, all the setup data is visible in the software, which is very reassuring.”

HeGuang Studio has made significant strides in the post-production world, since Xiaopan has fostered an environment where next-generation creators can thrive and feel supported within the industry. The addition of a visual effects production team and the ambitious plans to explore virtual filming and immersive content production, as well as the launch of the HeGuang Program as part of the 2023 Golden Rooster Venture Capital initiative, show the lengths to which the studio will go to provide comprehensive post-production support.

Building on a solid foundation, HeGuang Studio is now focused on optimising production processes and refining technologies for its post-production services. Despite the challenges posed by the long road to industrialisation in the film and TV industry, the team remain optimistic about exploring new development directions. With the integration of Genelec monitoring systems to ensure consistent and high-quality sound, the pioneering studio’s seamless operations are fully supported.



## THE KIT

### 7.1.4 Dolby Atmos Premix Studio

- 3 x S360A
- 8 x 8340A
- 1 x 7380A
- 1 x GLM Calibration Kit

### 7.1.4 Dolby Atmos Home Studio

- 3 x 8350A
- 8 x 8340A
- 2 x 7370A
- 1 x GLM Calibration Kit

### 7.1.4 Dolby Vision Home Certified Studio

- 3 x 8330A
- 8 x 8320A
- 1 x 7360A
- 1 x GLM Calibration Kit

### 7.1.2 Dolby Atmos Editing Room 1

- 7 x 8340A
- 2 x 8330A
- 1 x 7360A
- 1 x GLM Calibration Kit

### 7.1.2 Dolby Atmos Editing Room 2

- 9 x 8330A
- 1 x 7360A
- 1 x GLM Calibration Kit

### 7.1.2 Dolby Atmos Editing Room 3

- 9 x 8330A
- 1 x 7360A
- 1 x GLM Calibration Kit