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

Press Release

**Tonstudio Gress crafts 7.1.4 Atmos Room with Genelec at its core**

**Stuttgart, Germany, July 2025….**At the heart of Stuttgart’s historic Bad Cannstatt district, [Tonstudio Gress](https://www.tonstudio-gress.de/) is proving that immersive audio doesn’t need to be complicated to be powerful. The studio’s newly completed 7.1.4 Dolby Atmos control room, built around Genelec [8000 Series](https://www.genelec.com/active-2-way-studio-monitors) monitors, is a masterclass in intuitive design: offering clarity, localisation and creative consistency for projects ranging from film and TV to museum installations and music.

Founded in 1989 by brothers Alexander and Raymond Gress, Tonstudio Gress has steadily evolved from a small local facility into a respected multidisciplinary audio house. Today, the studio specialises in cinematic audio, spatial sound design and high-end voice production, delivering finely crafted work for both national and international clients. “Whether you’re a solo artist or a major institution, your project gets our full attention,” says Raymond Gress.

The team’s latest investment, a Dolby Atmos control room with a carefully selected Genelec monitoring system, marks the next step in their long-standing commitment to immersive formats. The system includes [8040B](https://www.genelec.com/8040b) monitors for the LCR positions, [8030Cs](https://www.genelec.com/8030c) for surrounds and [8020Ds](https://www.genelec.com/8020d) for height channels. Powered by an AVID MTRX interface and DADman software, the fully analogue setup delivers both creative focus and technical reliability. “We’ve been working with immersive sound for years,” Gress explains. “The Genelecs gave us better localisation, more detail and less fatigue. It was exactly what we needed.”

While immersive production has gained widespread popularity in recent years, Tonstudio Gress has been laying the groundwork for decades. From early binaural radio plays recorded deep in the forests of southern Germany to years of 5.1 mixing, the team’s experience shaped a natural transition into Dolby Atmos. Their original Genelec 5.1 system, featuring five [1030As](https://www.genelec.com/previous-models/1030a) and a [1092A](https://www.genelec.com/previous-models/1092a) subwoofer, remains in regular use to this day as a trusted reference for every one of the studio’s TV mixes.

For the new room, support from reseller [SMM Munich](https://www.smm-online.de/) and Dolby's David Ziegler helped ensure a balanced and cost-effective design. Final calibration was provided by Roger Baltensperger, optimising the room’s response for consistent, fatigue-free monitoring. “It’s a setup that just works – day in, day out,” says Gress. “We were able to get the precise results we wanted and stay completely within our budget.”

Since completing the new room, Tonstudio Gress has expanded its Dolby Atmos Music offering, handling mixes for major streaming platforms, as well as immersive post-production for film and television. The space has also deepened their museum and exhibition work, allowing for emotionally resonant, spatially detailed soundscapes that create powerful storytelling.

As the industry continues to evolve, Tonstudio Gress remains committed to delivering quality, care and creativity with every project. “It gives us fascinating new possibilities,” Gress adds. “And lets us craft something that people really experience.”

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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