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## Press Release

### Audio Lisbon goes immersive with Genelec

**Lisbon, Portugal, May 2020...** Genelec Smart Active Monitors are central to the immersive setup at [Audio Lisbon's](#) new post production facility in Portugal. The purpose-built facility was created to help the post house move into international markets, with a 7.1.4 monitoring system selected to help it add further value to the services it already delivers.

Audio Lisbon had been working in 5.1 for a long time, so the ability to handle fully immersive content was a natural progression. "Being a new facility designed from scratch, it seemed logical to plan and install this format early, to avoid making changes in the future," explains Pedro Carvalho, Partner at Audio Lisbon. "It is also a way for us to be able to offer other solutions to regular customers, as well as attracting new clients from other markets."

Having made this decision, the next challenge was to find the right tools to enhance the studio's workflow. "We considered several brands and systems for immersive audio monitoring," recalls Carvalho. "We wanted auto-calibrated nearfield active monitors with an SPL that suited the room volume, and had AES/EBU connectivity so as to integrate with our Avid MTRX interface. Of course, they also had to sound good."

It was at this point that Genelec's local distribution partner [Garrett Audiovisuais](#) became involved in the project. "Ever since Genelec launched [The Ones](#) series of coaxial three-way monitors, we had been curious to hear what they could do," says Carvalho. "After a visit to hear the [8351s](#) at Garrett's listening room, which happens to be nearby, all of our doubts were dispelled."

Working with Marcelo Tavares from Audiodesigner for the acoustic design and Paulo Mendes for the technical design and installation, Audio Lisbon ultimately opted for an all-Genelec 7.1.4 Smart Active Monitoring solution. [8341A](#) coaxial monitors have been installed in the LCR positions, while [8340A](#) two-way monitors have been used for side and rear surrounds, and [8330A](#) two-way monitors handle the ceiling channels. Two subwoofers have also been employed, to handle the LF content and provide bass management for the system. A [7370A](#) subwoofer is coupled with the front and surround monitors, while the more compact [7360A](#) model was chosen to partner the ceiling monitors.

Following the installation of the system, Carvalho describes the fine tuning possible with the [GLM](#) calibration software as "the icing on the cake". "Although I had absolute confidence in Marcelo's work acoustically, it is a huge advantage to have a system that corrects minor anomalies in room acoustics, and

makes it possible to store different calibration settings from 2.0 to 7.1.4 in a practical and effective way,” he reflects.

With the new post facility now fully operational, Carvalho is certainly happy with the results it has achieved and the new monitors in particular. “I’m a fan of these coaxial models. The quality and sound detail is impressive and the size/power ratio is amazing. Even though we have chosen a mixture of coaxial and conventional two-way models for our system, the balance obtained is really good. They also have a good dynamic range and good transient response. This investment represents an opportunity for expansion into other markets at both national and international level.”

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

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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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