**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec UNIO and 8381A to make U.S. debuts at AES New York 2023**

NATICK, MA, October 11, 2023 — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, will be introducing its new UNIO audio monitoring platform and 8381A point source main monitor to the U.S. market at the upcoming AES New York 2023 Convention, taking place Wednesday, October 25, through Friday, October 27, at the Jacob Javits Center in Manhattan.

UNIO brings together all the benefits of Genelec Smart Active Monitors™, GLM 5.0 calibration software and Aural ID 2.0 technology to create seamless integration between professional in-room loudspeaker and headphone monitoring services. At the heart of UNIO is the new 9320A Reference Controller, which offers flexible connectivity, a reference grade headphone output and tactile hardware control of Smart Active Monitors, GLM and Aural ID – providing a compact and exceptional hub for both static and mobile professional audio monitoring applications.

Designed for high-end music recording, mastering and audiophile listening, the 8381A Smart Active Monitoring system is a flagship floor-standing Adaptive Point Source design that fuses exceptional precision and envelopment with unrivalled LF control, huge headroom and high-resolution imaging. Creating a free-standing full range monitoring solution that can intelligently adapt to any acoustic environment, the 8381A allows audio professionals to produce accurate full-band mixes that translate consistently to other rooms and playback systems.

Visitors to AES New York can experience these new additions to the Genelec family by visiting Room 3D01, where a mammoth state-of-the-art immersive Smart Active Monitoring system will feature two 8381As as main L-R, an 8361A with W371A woofer system in the center position, four 8351Bs for surrounds and four 8341As for overheads – all complemented by two 7380A subwoofers and calibrated specifically for the room using GLM software. Also on demo will be a nearfield system featuring a stereo pair of 8331As with the 9320A controller, demonstrating how the UNIO platform allows seamless integration of professional in-room loudspeaker and headphone monitoring services, for a smooth, uninterrupted workflow. Stop by to get a personal demo of these powerful systems from Genelec’s team of friendly experts.

Additionally, Genelec will feature a number of guest speakers and lecturers throughout the convention. Thomas Lund, Senior Technologist at Genelec, has curated a program featuring some of the most respected names in professional audio today, with Lund as moderator for each session. Wednesday will feature “Integrating Dynamics Processing into a Parametric EQ Filter” with Duane Wise and George Massenburg; and “Enveloping Masterclass” sessions with Ulrike Schwarz, Morten Lindberg and Li Dakang. Thursday will feature “Safe Listening in Pro Audio” with Deanna Meinke and Petteri Hyvärinen; and “Enveloping Masterclass” sessions with Florian Camerer, George Massenburg and Ronald Prent. Friday will feature “Immersive Listening Standards” with Jim Austin and Ronald Prent; and “Enveloping Masterclass” sessions with Richard King and Hyunkook Lee. For the complete program including session times and locations, please [click here](https://aesny23.sched.com/speaker/thomas_lund.7rl6yv4).

Genelec can be found in Room 3D01 at AES New York, and for more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: 2023\_Genelec\_Experience\_AESNewYork2023.JPG

Photo caption 1: Genelec will have a strong presence at the upcoming AES New York 2023 Convention, taking place Wednesday, October 25, through Friday, October 27, at the Jacob Javits Center in Manhattan

Photo file 2: 8381A.JPG

Photo caption 2: Genelec 8381A Smart Active Monitor™

Photo file 3: 9320A.JPG

Photo caption 3: Genelec 9320A Reference Controller

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*