

***** FOR IMMEDIATE PUBLICATION *****

Press Release

Genelec RAW loudspeakers to help AES fundraising initiative

Iisalmi, Finland – May 2020.....Genelec – the global leader in professional loudspeakers – is to donate a percentage of every sale of its new RAW loudspeaker range to the Audio Engineering Society (AES), for the remainder of this year. Additionally, Genelec will be funding ten one-year AES memberships for those individuals whose lives have been impacted by the COVID-19 crisis.

Founded in the United States in 1948, the AES is the only professional society devoted exclusively to audio technology. Since then, the Society has grown to become an international organisation that unites audio engineers, creative artists, scientists and students worldwide by promoting advances in audio, and disseminating new knowledge and research.

Genelec has been a sustaining member of the AES for many years, and greatly appreciates the benefits that the Society brings to individuals for career advancement, and to the audio industry as a whole. The AES's crucial Standards work, promotion of audio research, development of milestone events and education spanning the breadth of audio technology has led the industry forward for more than 70 years.

Unfortunately, the cashflow of the AES has been significantly affected recently by the coronavirus situation. So to help sustain itself and continue to support its members, the Society is looking to raise \$500,000 in donations.

Genelec Managing Director Siamak Naghian comments:

“To us, the AES represents the only serious forum for the development of audio, and the work it does for our industry is invaluable. In its pursuit of excellence and dedication to raising the bar in the industry, it is without equal, and our approaches have much in common. We will do everything we can to help the Society through the ongoing crisis, and this donation is just one way of showing our support and appreciation for this much-loved institution.”

Genelec's special RAW aluminium colour finish is available on a selection of the most popular models in its Studio, AV and Home Audio ranges. All RAW models feature the timeless Minimum Diffraction Enclosure (MDE) design, developed in close collaboration with leading industrial designer Harri Koskinen, and fashioned from recycled aluminium. The RAW versions require no painting and less finishing material than standard painted models – creating an even more environmentally friendly loudspeaker that allows the natural beauty of the enclosure's raw aluminium to shine through, and gives each individual loudspeaker a unique look and feel.

Genelec will donate a percentage of each global RAW sale to the AES, and is also inviting professional or student members of the audio community who have been affected by the COVID-19 crisis to apply for a 12 month AES membership. Genelec will then select ten worthy recipients, and fund the membership for each of them. This initiative sits alongside Genelec's existing Ilpo Martikainen Audio Visionary Scholarship, offered annually to U.S. graduate students in the field of audio engineering who are members of the Society. The scholarship is offered in association with the AES Education Foundation to students who have a passion for advancing audio through innovation and technology development.

"Genelec has been a steadfast partner to the AES for decades, contributing resources and expertise that play a major role in the quality of our Convention technical programs," shares AES President Agnieszka Roginska. "Genelec engineers consistently and generously share their knowledge as well, enriching the dialogues that advance the science and practice that are the foundation of professional audio. With the announcement that they are contributing a share of the proceeds of all sales of the new Genelec RAW loudspeakers to the AES's current fundraising initiative, Genelec is reinforcing their commitment to the continued vitality of the audio industry. The AES greatly appreciates Genelec's pledge of yet further support, helping sustain the Society's essential contributions to the audio industry."

For more information on the AES fundraising initiative please visit:

<https://customer258769455.portal.membersuite.com/donations/MakeDonation.aspx>

To apply to Genelec for a one year AES membership please visit www.genelec.com/AES

For more information on Genelec RAW, please visit www.genelec.com/RAW

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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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