

GENELEC®

# CASE STUDY

## Connecting Stories

GENELEC MONITORS FORM  
THE BACKBONE OF IYUNO'S  
GROUNDBREAKING NEW  
DUBBING FACILITY IN BERLIN





**FROM ADR ROOMS AND VOICE BOOTHS TO DOLBY ATMOS MIXING SUITES, IYUNO RELIES ON GENELEC MONITORS AND GLM SOFTWARE FOR ADVANCED STORYTELLING.**



Dubbing plays a pivotal role in the entertainment industry, transcending language barriers while preserving the emotional depth of the original narrative. As demand for high-quality localised content grows, the standards for dubbing and audio production have reached unprecedented heights. Modern dubbing facilities have evolved into spaces where every detail is perfectly crafted

to ensure authenticity, precision and emotional resonance.

With roots as a pioneer in multilingual content production, [iyuno](#) is a global localisation powerhouse. From high-profile projects such as the Vietnamese, Thai, Korean, Japanese and Arabic dubbing of *Designated Survivor: Season 2*, the company has subtitled over 35 million minutes

# ” THE EXCEPTIONAL LOW FREQUENCY CONTROL PROVIDES UNIQUE SONIC DEFINITION.

of content and dubbed 10 million minutes into 100+ languages, making it a trusted partner for major global studios, broadcasters and streaming platforms.

On its continued mission to connect people through compelling narratives, lyuno decided to expand its presence in Germany. “It’s one of the largest markets for dubbing globally, due to the large populations of German-speaking countries and a strong preference for local-language adaptation,” explains Dr. Mark Specht, Managing Director of lyuno Germany. “While many Germans are fluent in English, research shows a growing trend toward preferring local language dubbing, even among younger demographics.”

Berlin, already a hub of creative and technical expertise, was the ideal setting for lyuno’s vision: a state-of-the-art dubbing facility – its third location in the city – that would set a new benchmark for the industry. What emerged was not just a new

studio but a space where technology, acoustics and artistry converge and thanks to Genelec monitors, the facility delivers a truly transformative audio experience.

Covering 2,041 square metres (22,000 sq. ft.) and featuring 25 rooms, the new [Berlin Moabit](#) facility was built from scratch to accommodate theatrical, TV and streaming content. Relying on the expertise of renowned acoustician Andy Munro and the team at [Studio Sound Service](#), the design combines advanced technology with creative workflows to ensure that dubbing processes are seamless and consistent across lyuno’s global network. “Interchangeability is key to our workflows,” says Specht. “A talent can record in one location and the project can seamlessly continue in another – and Genelec systems enable that consistency for us.”

Every room in the Moabit facility was designed with precision and purpose. The ADR rooms feature a



# ” GENELEC HAS BECOME THE DE FACTO STANDARD.

pair of Genelec [8340A](#) monitors plus an [8341A](#) for the centre channel, providing an environment where actors can deliver performances with exceptional accuracy. The Dolby Atmos mixing rooms utilise a 7.1.4 configuration with [8361A](#) monitors for LCR, [8340A](#) monitors for the surround and overhead channels, and a [7380](#) subwoofer for controlled low frequency performance.

“We specified Genelec for this project as part of the consistency plan initiated years ago, particularly after the successful completion of major projects in Paris and Los Angeles,” says Daniele Turchetta, lyuno’s VP of Global Dubbing Technologies. “In our inventory I can now count over 750 Genelec monitors!”

[GLM](#) software was another game-changer for the Moabit facility, enabling complete system calibration of every room. “GLM provides absolute and additional value by simplifying the fine-tune calibration activities, alongside its [GRADE](#) room

reports,” adds Turchetta. “We invest heavily in acoustic design and with fine-tune calibration, we are able to achieve the best performance from our rooms.”

Building the new facility came with its challenges, the first being significant delays in obtaining permits, which ultimately required the entire construction to be completed in under six months. Turchetta adds: “In terms of the project itself, balancing the space and acoustic requirements of ADR and mixing rooms with local fire protection regulations was a significant design challenge.”

The collaboration between lyuno and Studio Sound Service was instrumental in overcoming the challenges of the Moabit facility. Since 2019, Studio Sound Service, led by CEO and Technical Director Donato Masci, has worked alongside renowned acoustician Andy Munro on several lyuno facilities worldwide. For the Moabit project, the team optimised workflows, designed



*(L to R): lyuno’s Daniel Sachse, Daniele Turchetta and Dr. Mark Specht.*

Dolby Atmos configurations and implemented an acoustic treatment system that drew on years of expertise and refinement.

Masci highlights the results achieved: “The facility encompasses a wide range of spaces from editing suites to ADR monitoring rooms and Dolby Atmos Home Entertainment mixing environments, where Genelec has become the de facto standard. The exceptional low frequency control provides unique sonic definition, where Genelec’s powerful subwoofers really shine – which is particularly crucial for ensuring accurate monitoring across all types of content.”

The Berlin Moabit location is more than just a facility, as Turchetta confirms: “This is a space where creativity thrives, supported by the best tools and technology the industry has to offer.” From ADR rooms to Dolby Atmos mixing suites, lyuno’s new Berlin facility ensures that every detail is heard, every nuance is captured and every story is brought to life in the most immersive way possible. Turchetta concludes: “Directors, actors, engineers and clients are all incredibly satisfied with the quality that we’ve achieved in this facility. As we continue with authenticity and impact, more people can experience powerful storytelling, no matter where they are.”



## THE KIT

### ADR Rooms

- 2 x 8340A
- 1 x 8341A
- 2 x 8020A
- 1 x GLM Calibration Kit

### Voice Booths

- 3 x 8030

### 7.1.4 Dolby Atmos HE Mixing Rooms:

- 3 x 8361A
- 8 x 8340A
- 1 x 7380A
- 1 x GLM Calibration Kit

### 5.1 TV Mixing Rooms:

- 5 x 8340A
- 1 x 7380A
- 1 x GLM Calibration Kit