February 2023



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

Press Release

**Genelec marks 45th anniversary**

**with extensive World Tour**

**Iisalmi, Finland, February 2023…** Genelec – the global leader in professional loudspeaker systems – is marking its 45th anniversary this year by launching the [Genelec 45 World Tour](http://www.genelec.com/genelec45), which celebrates truthful sound and the passion that powers it. The extensive tour combines demonstrations of Genelec studio monitors with a program of premium learning and listening experiences, complemented by a major global music collaboration. The Genelec 45 World Tour provides audio professionals, sonic creators and audiophiles with a unique opportunity to experience the beauty and power of truthful sound, wherever they might be located.

2023年2月，芬兰伊萨尔米。全球专业音箱领导者 GENELEC 真力通过启动“真力 45 周年全球巡展（Genelec 45 World Tour）”系列活动庆祝公司成立45周年。丰富的巡展内容，结合演示真力录音室监听音箱与顶尖的教学及聆听体验活动，以及一项全球音乐合作项目。“真力 45 周年全球巡展”系列活动为全球各地的音频专业人士、创作者以及音响爱好者们提供了一个独一无二的机会，让人们感受到真实声音的力量。

Central to the tour is the **Genelec | Experience** series of premium events, which includes face-to-face listening sessions at Genelec’s growing international network of [Experience Centres](https://www.genelec.com/experience-centres), complemented by hybrid and virtual events, regional partner events and traditional trade shows. The **Genelec | Experience** will not onlyprovide an opportunity for customers to audition Genelec’s state-of-the-art studio monitors, but will also allow customers to learn about and experience a wide range of Genelec stereo and immersive loudspeaker systems in a controlled, critical listening environment.

“**真力I 体验**”（Genelec I Experience）系列活动是本次巡展的核心。它囊括了在真力全球体验中心举行的一系列“面对面”的聆听体验，并结合了线上线下互动、区域伙伴举行的活动以及传统展会。“**真力I 体验**”活动不仅为客户提供了欣赏真力最先进的监听音箱的机会，还可以让客户在一个严苛中性的聆听环境中体验和了解真力的立体声及沉浸式音频系统解决方案。

For those that can’t attend the **Genelec | Experience** in person, Genelec will also be making full use of its digital channels throughout 2023 to deliver a program of online masterclasses, tutorials, webinars and informal knowledge-sharing sessions, while the new[Genelec Virtual Showroom](https://showroom.genelec.com/) allows customers across the Professional Audio Monitoring, AV Installation and Home Audio segments to instantly access valuable Genelec information and resources in a unique and visually engaging interactive VR environment. Additionally, the **Create With Genelec** loan campaign will be run in selected territories to allow audio professionals, creatives and music educators to experience Genelec technology in the comfort of their own environment.

对于未能亲临现场的嘉宾，真力也提供了丰富的线上活动，包含线上大师班、教学课程、网络研讨会以及知识分享。与此同时，全新的真力虚拟展厅将带领用户进入独一无二的VR体验环境。在这里，用户可以了解到真力在专业音频监听、商业安装和家庭欣赏三个不同领域的解决方案。除此之外，“**与真力共同创作**”（Create With Genelec）试用活动将在全球不同地区开展，音频专业人士、创作者和音乐教育者可以在他们熟悉的环境中，体会到来自真力的科技力量。

The final element of the tour is the **Genelec | Harmony Tracks** global music collaboration, which encourages even greater end user engagement in Genelec’s 45th celebrations. **Genelec | Harmony Tracks** invites participants to submit a piece of music using their own unique style, sound and local culture to create a new, powerful, and unifying patchwork of international musical harmony. The contest winner will receive a pair of Genelec [8330A](https://www.genelec.com/8330a) studio monitors as a prize, and for every song entry submitted, Genelec will donate money to the charity [Music Fund](https://musicfund.eu/), which collects musical instruments, repairs them and gives them a second life by donating them to music schools and socio-artistic projects in Europe, developing countries and conflict zones around the world. Genelec will also be encouraging regional partners to get involved – with the goal of collecting and re-distributing 45 different types of instrument globally, in a celebration of the world’s wonderfully diverse musical cultures.

巡展的最后一个环节是“**真力 | 全球音乐协作**”（Genelec | Harmony Tracks）项目，这为更多用户提供了参与到真力 45 周年活动之中的机会。“**真力 | 全球音乐协作**”项目将真力公司的声音 ID 分轨文件提供给参与者，参与者将自己的风格、声音和本土文化加入其中，创造出一个全新、强大和统一的国际和声作品。最终的获奖者将会获得一对真力8330A监听音箱。每收到一件提交的作品，真力都将会向慈善机构Music Fund捐赠款项。Music Fund搜集各种乐器，修复后，将它们捐赠给欧洲、发展中国家以及全球各个冲突地区的音乐学校和社会艺术项目。真力同样鼓励地区合作伙伴积极参与——实现在全球范围内集齐45件不同类型的乐器这一目标，以此展现世界丰富多彩的音乐文化。

“Over the last 45 years we’ve created quite a company legacy, but none of this would be possible without our customers,” comments Genelec Managing Director Siamäk Naghian. “So we want to use this anniversary year to look forward to the future, and empower and celebrate the people that create and love sound and music. Our passion for perfecting sound is shared by all the professionals and creatives who rely on Genelec technology every day. By inspiring each other, we’re consistently driving the industry forward – and that’s something truly worth celebrating!”

“在过去的45年中，我们创造了许多辉煌，但这一切都离不开我们的用户” 真力CEO Siamäk Naghian说道，“所以，我们希望通过这个不同寻常的年份来展望未来，支持和祝福那些声音和音乐的创造者、爱好者们。真力不断追求完美的声音，这份热情也在使用真力产品的从业者和艺术家之间不断传递着。通过点亮彼此，我们不断地驱使行业向前，这才是真正值得纪念的！”

To find out more, please visit [www.genelec.com/genelec45](http://www.genelec.com/genelec45)

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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.*

关于 GENELEC 真力

自 1978 年成立以来，真力始终把专业音频监听作为核心业务，致力于研发的承诺使其创造了许多行业第一，这成为了专业监听领域无可争议的行业标准。40 多年来，真力仍然忠于最初的理念，无论音箱尺寸大小，都能提供真实、中性以及能够适应监听环境声学条件的声音重放效果。同时，真力用户可获得包含声学顾问、校准和技术服务以及较长的产品使用寿命在内的一系列技术支持。购买真力产品，是对出色、可靠的专业音频监听方面的一项安全的长期投资。

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