**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Tone 11 chooses Genelec for new San Francisco facility**

— Tone 11 banks on the Bay Area’s legacy of great audio for advertising with a Dolby Atmos® monitoring array consisting of all Genelec components —

NATICK, MA, August 10, 2023 — After 15 years as a staff engineer at San Francisco’s legendary One Union Recording Studios facility and then two and a half years engineering at advertising audio house Handsome Sound, Eben Carr is taking all of the experience of producing, engineering, and mixing audio for advertising content, as well as a deep understanding of the business of that sector, and rolling it into [Tone 11, Inc](http://tone11.com/)., his new production and mixing facility in the city’s Ice House Alley neighborhood. Housed near Levi’s Plaza, in a building that is part of one of the largest and oldest masonry constructions in the Bay Area, Tone 11 boasts a sound that is as modern as it gets, utilizing a Genelec monitoring system that will help keep San Francisco a hub for advertising audio.

“Our target market is a combination of large and small agencies representing tech firms and others, but all of which need great sound for every type of platform, from television to iPhones,” says Carr, noting work he’s done for local icons such as LinkedIn, Airbnb, and Logitech, as well as agencies like Duncan Danin. As the latest development in a career that has included stints at Russian Hill Recording Studios (assisting on film and music projects with Robin Williams, Sofia Coppola and Geoff Muldaur) and Crescendo Studios (one of San Francisco’s original boutique recording studios catering to the advertising community), Carr says, “It was a good time to go out on my own. The opportunities are there.” And so are Genelec monitors, which he says offer him a familiar monitoring environment and his clients the kind of sound that translates perfectly across multiple playback media.

Tone 11’s monitoring is configured to comply with the Dolby Atmos® format: three Genelec 8351B Smart Active Monitors™ compose the front wall’s L-C-R array; four 8340A Smart Active Monitors are used as left-right and left-right rear channels, with four 8340As as the overhead array. The immersive system is completed by a pair of 7370A Smart Active Subwoofers™. The system was installed and tuned utilizing Genelec’s GLM 4 and AutoCal 2 software, which assures perfect imaging in the monitoring environment.

“I’ve always used Genelec monitoring and technology everywhere I’ve worked, so it made sense to stay with Genelec for Tone 11,” says Carr. “They fit well with the rationale for opening a new studio in San Francisco at a moment like this: it’s about the value of having a real studio to bring new life to the collaborative spirit that made San Francisco such a creative place in the first place. I’m banking on people sharing that value. Genelec speakers make it easy to give everyone a great, accurate listening experience and to make people feel good about the way audio sounds, which is so important. That’s what Genelec gives you: a guarantee of great sound.”

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

*...ends 476 words*

Photo file 1: Tone11\_Photo1.JPG

Photo caption 1: Editing suite at Tone 11 in San Francisco, featuring Genelec Smart Active Monitors™

Photo file 2: Tone11\_Photo2.JPG

Photo caption 2: Editing suite at Tone 11 in San Francisco, featuring Genelec Smart Active Monitors™

Photo file 3: Tone11\_Photo3.JPG

Photo caption 3: Voiceover booth at Tone 11 in San Francisco

Photo file 4: Tone11\_Photo4.JPG

Photo caption 4: Seating area at Tone 11 in San Francisco

Photo file 5: Tone11\_Photo5.JPG

Photo caption 5: Eben Carr pictured at the editing suite at Tone 11 in San Francisco, featuring Genelec Smart Active Monitors™

Photo file 6: Tone11\_Photo6.JPG

Photo caption 6: Genelec 8340A Smart Active Monitor, in use as one of the rear channels in a Dolby Atmos® system at Tone 11

PDF file: Tone11\_Genelec\_CaseStudy\_Web.pdf

PDF caption: Genelec Tone 11 case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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/.*