

GENELEC®

CASE STUDY

**Immersive
at the double**

GENELEC MONITORS
POWER SECOND
IMMERSIVE STUDIO AT
AUROM POST SOUND





(L) Aishwarya Acharya – Business Head, Aurom Post Sound & (R) Ajaykumar PB – Acoustic Designer and Mix Engineer.

MUMBAI POST HOUSE RESPONDS TO CLIENT DEMAND WITH NEW 7.1.4 ROOM

The post production market in Mumbai is notoriously competitive. To succeed you have to be excellent - and you need to deliver every time. There is also an expectation that you will be able to offer the very latest and best technology to meet all cinematic and broadcast standards. In short, finding success in this market is a testament to your business.

One company that has managed to flourish in this landscape is [Aurom Post Sound](#). Following the path of offering its clients the latest technology, Aurom decided to embrace immersive audio in 2015 and created a dedicated 7.1.4 room for Dolby Atmos pre-mixing for films. While looking at the technology that it would need to create such a space, the post facility was introduced to Genelec's Smart Active Monitors, eventually opting for a solution based around 8240A monitors and a 7270A subwoofer.

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This solution has performed well for five years, and inspired Aurom to upgrade a second room to meet Dolby's Atmos specifications. "With customers impressed with the kind of performance we were getting from our first immersive studio, we decided to upgrade our original 5.1 room to a 7.1.4 configuration using Genelec monitors," explains Akhilesh Acharya, Aurom owner, sound designer & mix engineer. "That would mean we would have two rooms with Genelec 7.1.4 Smart Active Monitoring that can both offer multi-format post production."

Working with Genelec's local distribution partner Sound Team, as well as acoustic consultant Ajay Kumar PB and the local team from Dolby, Aurom set about turning the 14ft long, 11ft wide and 14ft high studio into a space that could deliver immersive mixes

to the desired standards. The width of the room made certification a particular challenge, but Dolby and Sound Team calculated the best monitors for the room size in order to meet the specifications and NC 25 noise level of the room.

"We all know as mixing engineers that if you want to get the right sound and translation, Genelec is the only option available," says Acharya. "For the new room we are using the 8340A models as LCR, with the more compact 8330As for surrounds and overheads plus a 7370A subwoofer and 9301A Multichannel AES/EBU interface."

The installation saw Sound Team take responsibility for the audio cabling and electrical connections, with Dolby responsible

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for the monitor placement and calibration. This proved to be a smooth process, taking five days from cabling to commissioning. One of the reasons for this was Genelec's GLM calibration software.

"We were impressed with the way GLM's Auto Calibration works, and gets you very accurate results," says Acharya. "The ability to then manually tweak after the AutoCal stage really gives a lot of flexibility to the person calibrating the room. We have also made different setups in GLM so that we can switch at any time between presets for a 5.1 film mix, theatrical Atmos, OTT Atmos and stereo too."

Reflecting on the project to create this second Atmos space, Acharya is happy with the work

of everyone involved. "Everything went well as the designer, the Sound Team engineer and the Dolby consultant were working together," he states. "From the beginning of the project we have taken guidance from Dolby's local team to get the optimum results. They came and approved the noise level of the studio and suggested all the acoustic treatment that the room would need. The floating floors and diffusers designed by our acoustic consultant means the place works like magic. And Sound Team has supported us from the first day, right up to now. We have had a very pleasant experience dealing with them, and were impressed with their technical product knowledge."

The end result is a studio that Aurom can be proud of. "For a mix room, everything is



(L-R) Ajaykumar PB, Abhilasha Gautama & Aishwarya Acharya



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results oriented,” reasons Acharya. “It’s all about translation. We have not lost a single client in the past 5 years. The main reason is, they have heard more or less the same mix in the theatres or at home. Customers are happy and we have been getting regular work. We have found a high-performance product with very good reliability and we are extremely happy with our purchase of Genelec monitors.”

THE KIT:

- 3 x 8340A
- 8 x 8330A
- 1 x 7370A
- 1 X 9301A
- 1 X GLM SOFTWARE



(L-R) Aishwarya Acharya, Abhilasha Gautama & Ajaykumar PB