June 2021



**\*\*\*Please note that this release is embargoed until Wednesday June 2ndat 10.00 CEST.**

**We’d appreciate your understanding in keeping this information confidential until then\*\*\***

Press Release

**Genelec flagship studio monitors make Argentinian debut with Javier Fracchia**

**Buenos Aires, Argentina, June 2021…** Javier Fracchia’s studio in Buenos Aires has become the first mastering facility in Argentina to feature Genelec [8361A](https://www.genelec.com/8361a) studio monitors, the flagship of [‘The Ones’](https://www.genelec.com/theones) range of coaxial three-way point source models.

When Fracchia was looking to move away from his previous 2.1 system at his mastering studio to full range monitors, Genelec was not originally a brand he had considered. However, having researched the technology behind The Ones and then hearing the monitors in action for himself, he was convinced that these would provide the perfect solution to meet his needs.

“My background is in live sound, so I know the advantage that coaxial systems bring to stage monitors, and reading all the positive comments about The Ones intrigued me,” recalls Fracchia. “When I was able to hear them at the CAPER show in Buenos Aires I immediately wanted to hear more.”

Genelec’s local distributor Equaphon agreed to set up a demo of the 8351s at Fracchia’s studio so he could get a clearer picture of the capabilities of The Ones range. “Listening to the 8351s in my studio just made me smile,” says Fracchia. “The stereo image was just amazing, and I didn’t need to listen to anything else to make a decision. All the information I needed was there.”

While the 8351s were almost perfect, there was one issue. Fracchia works mostly with urban music and needed his monitors to reproduce the lowest frequencies at high levels, to remove the need for a sub. The 8351 didn’t provide quite enough low end for Fracchia both in terms of frequency range and SPL. As an alternative, the Equaphon team suggested the flagship 8361s. Having already heard the 8351s, Fracchia knew that the technical specs of the 8361s would be able to solve the minor issues he had, and agreed with Equaphon’s proposed solution, keeping the 8351s at his studio until the 8361s arrived.

The acoustic treatment that is already installed at the studio meant that Fracchia was less concerned with the calibration of the monitors. However, he has found the [GLM](https://www.genelec.com/glm) loudspeaker management software to be a very useful tool. Since the mastering process relies on monitoring at consistent and well-defined levels, he is making use of GLM’s powerful monitor control features. “Controlling volume is an essential part of my work,” he explains. “So I connect a microphone to GLM so that I can get a real-time SPL reading of my listening level.”

Reflecting on what his new monitoring solution has brought him, Fracchia is clearly very happy with his decision to invest in the 8361s. “The extra headroom in the low frequencies, the pristine stereo image and the wider sweet spot all provide clear improvements to my mastering work,” he states. “I am now able to perceive even 1 dB of difference at any frequency, and I can now work at high levels without distortion.”

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

*\*\*\*ENDS\*\*\**

***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.*

|  |
| --- |
| For press information, please contact: Howard Jones, Genelec Oy Tel: +44 (0)7825 570085 email: howard.jones@genelec.com  |