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

Press Release

**Genelec Smart IP loudspeaker technology**

**wins prestigious Good Design Award**

**Tokyo, Japan, February 2025….**Genelec’s [Smart IP](https://www.genelec.com/smart-ip) family of PoE installation loudspeakers and subwoofers has recently been recognised with Japan’s coveted [Good Design Award](https://www.g-mark.org/en) – a highly prestigious accolade, bestowed exclusively on elegant innovations that provide important real-world benefits.

Since its founding in 1957, The Good Design Award – run by the Japan Institute of Design Promotion – has set out to shine a light on the world’s finest product designs, and help their adoption within society. In doing this, the awarding body hopes to elevate quality of life, and drive further innovation.

This year, a staggering total of 5,773 entries were screened across 19 broad categories, with Smart IP being selected as an award winner in the Professional Equipment and Facilities category. Additionally, Smart IP was recognised with a [Best100 Award](https://www.g-mark.org/en/gallery/winners/search?years=2024&awardCodes=BEST100), through which the Good Design Award judges celebrated the entries across all categories that displayed particular excellence – and as the only loudspeaker technology chosen, Genelec was proud to feature in the Best100 alongside iconic global brands including Sony, Toyota and Canon.

Genelec Smart IP technology, which offers exceptional audio quality, beautiful aesthetics and single-cable networked convenience, impressed the Good Design Awards’ judging panel with its ability to solve the difficulties faced when using more traditional audio systems – especially those employing passive loudspeakers.

“Genelec loudspeakers feature a minimal and beautiful Nordic design,” commented the judges. “The delicate details are excellent and, as a whole, they boast a high degree of perfection. In addition, Smart IP loudspeakers have built-in amplifiers that enable digital transmission over a single LAN cable. This enables both free space design and premium sound quality, which were previously difficult to achieve, as well as optimisation for installation locations.”

The judges also praised Genelec’s commitment to [sustainable development](https://www.genelec.com/sustainability). “For Genelec, which is headquartered in a rich natural environment, sustainability is as important as sound quality and profitability. For example, 97% of the aluminium used in their loudspeakers is recycled, and a proportion of the annual power consumption of the company’s headquarters is generated by solar energy. Genelec’s philosophy towards thorough energy conservation is deeply impressive.”

Additionally, two of the judging panel specifically selected Smart IP as their favourite entry overall. “I have personally used Genelec speakers for many years and was amazed at how they have evolved into IP speakers of such high quality and usability,” explained Seiichi Saito, Chair of the judging committee, while Industrial Designer Hiroaki Watanabe revealed that“I had doubts about the sound quality when transmitting audio and supplying power via a single LAN cable – until I actually heard the high-quality sound in person. The courage to bring this system to the market is truly commendable.”

“There has always been an incredibly strong bond between Genelec and Japan, so this award has very special meaning for us,” adds Genelec Managing Director Siamäk Naghian. “All of our designs are driven by the desire to bring joy to the user and enrich their lives, and I think Japan has a particularly fine appreciation for the way cutting-edge performance and aesthetic beauty should be completely inseparable. We’d like to warmly thank the Good Design Award judging panel, the Genelec teams in Japan and worldwide, and everyone involved in making Smart IP such a huge success.”

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

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***About Genelec***

*Founded in 1978, Genelec is the global leader in designing and manufacturing active loudspeaker systems for professional studios, audiovisual installations and residential applications. With an unrivalled commitment to research and development, all Genelec solutions offer truthful sound reproduction, exceptional reliability, and the ability to adapt to their acoustic environment. Manufactured sustainably in Iisalmi, Finland, Genelec technology represents a secure long-term investment in outstanding audio reproduction.*

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