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## Press Release

### Genelec to open joint venture in Japan

Tokyo, Japan – July 2017... Genelec is set to deliver heightened standards of service and support for Japanese customers with the opening of Genelec Japan, a joint venture that will dramatically raise the profile of Genelec technologies within this crucial market. Based in Tokyo, Genelec Japan is being launched in partnership with leading studio technology supplier MI7 Japan, and will officially open its doors to customers and dealers alike on July 11<sup>th</sup> 2017.

Genelec, the leader in active monitoring technology for four decades, has a proud history of success within the prestigious Japanese audio industry, having led the market since the 1980s. The establishment of Genelec Japan will build on that legacy, both boosting support for existing customers and the wider industry while also offering newcomers the opportunity to learn about Genelec technologies and experience groundbreaking products such as the recently launched The Ones ultimate point source three way coaxial near-fields.

Led by Managing Director Kanji Murai, Genelec Japan will be responsible for the promotion, distribution and support of Genelec's products, services and solutions throughout the country. Premium education opportunities will also be offered not only to existing customers but the industry as a whole.

The news also marks a development in the relationship between Genelec and its long-term Japanese distributor, Otaritec. Over the course of three decades of friendship and cooperation, Otaritec has distinguished itself, helping Genelec to become the market leader and a standard bearer of quality within Japan's highly professional audio market. Otaritec will remain part of the Genelec family, working with Genelec Japan Inc as a sub-distributor.

"Japan has been an essential part of Genelec's DNA since the company was founded four decades ago," commented Siamäk Naghian, Managing Director of Genelec. "We have been honoured to enjoy a close relationship with many of Japan's very knowledgeable audio professionals, all of whom have served as inspiration for Genelec product development, our company philosophy and our standing as a brand. The launch of Genelec Japan is a natural extension of that friendship and a wonderful opportunity for us to be even closer to a market that we respect very deeply."

"We are delighted to team up with Genelec – a unique, innovative and highly trusted company with great respect for its customers," said Seiji Murai, Managing Director of MI7. "This close partnership will allow us to expand the leading audio monitoring brand's presence and operations across all segments, especially for new and exciting applications. Our local-market and cultural experience as well as our network of dealers will enable us to provide broader and better support to Genelec customers, spurring new growth in Japan. We are enthusiastically looking forward to this exciting relationship."

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#### About Genelec:

Since 1978, Genelec has dedicated itself to helping customers fulfil their dreams by offering them the most truthful sound reproduction possible. Since then the company has developed the highest quality studio monitors and active loudspeaker systems, becoming recognised as the global leader in the innovation and development of technologies for highly demanding professional audio monitoring. Genelec's ongoing philosophy is not just to be the best but to always seek to become even better. Accordingly, the Genelec R&D team's technical ambition has led to countless innovations and revolutionary designs, setting benchmarks and helping to define the path of our industry. Developing and maintaining a wide product offering has also given Genelec an exceptional opportunity to support various professional audio monitoring applications and ultimately gather tremendous experience. Every Genelec customer benefits from this experience by having precision audio monitoring tools to rely on even in challenging conditions.

Genelec products are designed for demanding professional, premium AV installation and home use. They reveal the original nuances of the sound, without leaving anything out nor adding anything to the signal in any stage of the production. Genelec products are made to last, with pride and care by our own highly committed and experienced production team, based in Finland. Even our very first products are still in active use and we continue our strong commitment to provide service and spare parts for all products for years even after their discontinuation.

[www.genelec.com](http://www.genelec.com)

#### About MI7 Japan:

Founded in 2004 and located at the Akasaka district in the heart of Tokyo, MI7 Japan Inc. is the strategic partner for high-profile professional audio distribution in Japan. The MI7 Group holds distribution and content production companies, like Synthax Japan, Resonetz Inc., OTTAVA, and offers value-added access for professional audio software and hardware products to all important sales channels in Japan, including MI, Broadcast, Installation and Home Audio markets. The experienced management team has contributed greatly to the success of numerous high-quality audio brands in Japan over the last 40 years.

MI7 Japan and its partner companies are specialised in the distribution of high-quality products and focused especially on innovative, high-quality brands, like RME, Presonus, Make Music, ROLI, Cycling74, Blue Microphone, Vicoustic, Ferrofisch, MicW, Softube, Solid State Logic, Tom Oberheim, Zynaptiq.

[www.mi7.co.jp](http://www.mi7.co.jp)

#### About Otaritec:

Established in 1980, Otaritec Corporation is one of the longest-established and most historical companies in the Japanese professional audio equipment industry. The company offers professional integrated system design and technical support. Otaritec Corporation is a trading subsidiary of Otari, Inc., one of Japan's leading manufacturers of high-technology products covering advanced technical areas such as mechanics, electronics and computers. In addition, Otaritec promotes, distributes and supports over 30 professional audio and visual equipment brands from all over the world.

[www.otaritec.co.jp](http://www.otaritec.co.jp)