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Press Release

Genelec deepens commitment to worldwide AV market at ISE 2018

Helsinki – February 2018: Finnish audio monitoring manufacturer, Genelec, whilst best known for their high end studio monitors, has been successfully delivering into high quality AV installation projects for many years. As the AV market continues to grow and its needs for high quality audio become ever more convergent with IP networking, Genelec has taken further steps to deepen its commitment to the international AV market at ISE 2018.

Founded in 1978, Genelec quickly became a household name in the broadcast, studio and post-production industry, designing and manufacturing some of the world's most critically acclaimed professional audio monitors. Once considered far too high-end for commercial use outside the confines of the studio, such has been the rise in customer expectation and demand for high quality audio in AV over the last few years that Genelec has seen a significantly increasing number of sales into this segment.

“We already have a tremendous amount of AV installations throughout the world, particularly in the Nordic region,” explained Genelec AV Installation business manager, Sami Mäkinen. “We also have two ranges of dedicated installation loudspeakers – the 4000 Series compact, 2-way loudspeakers with over 120 different colour options and the Architectural Series of high quality in-wall and ceiling speakers – plus a number of other highly relevant products including our pioneering IP networked monitor loudspeaker, the 8430A. Over time it has become increasingly clear that the demand for studio-quality audio products in AV is rising steadily; consequently, we regard the AV business segment as having great potential for high quality installations with modern design loudspeakers. Another important factor is the growing demand for integrated IP technology, an area in which we have already demonstrated our commitment to innovation. Hence, the time is right for us to formally expand our actions and address the AV market needs with a dedicated strategy, resources and product range.”

“We will soon be launching a new, dedicated AV section of our website which will contain improved AV-specific product information, application examples, case studies and other resources so that AV integrators and consultants can find all the information they need in one place,” continued Mäkinen. “We are also evaluating ways to optimize our exposure in the AV market at a technical level as well as undertaking a range of marketing and commercial initiatives with new and existing partners.”

Given the success that Genelec has already enjoyed to date, Mäkinen is looking forward to deepening Genelec's relationship with the AV installation community and introducing the Genelec product range to a wider AV market. "Our 40 years of experience and strong heritage in pro audio has helped us to understand the needs of the AV industry and develop our offering accordingly," he said. "In projects where the audio quality and the value of the investment are important, it is easy to find well-matched solutions from our AV loudspeaker range. This is why ISE is such an important fixture on our trade show calendar and is the ideal platform for our official launch into the international AV market."

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About Genelec

Professional audio monitoring has been at the core of Genelec's business since the company was founded in 1978. 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. Forty 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.

Genelec products are designed and manufactured in Finland for demanding professional, premium AV installation and home use. They are built to last, with pride and care by our own highly committed and experienced production team. Many of our very first products are still in active use and we continue to maintain our strong commitment to provide service and spare parts for all products, even years after their discontinuation.

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