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Press Release

Luxury Finnish lounge cinema chooses Genelec loudspeakers

Helsinki, Finland – November 2018... Finland's biggest cinema chain, Finnkino Oy, has recently installed a state-of-the-art Genelec loudspeaker system in its boutique Lounge Premium cinema, a speciality suite that forms part of the company's 7-screen complex in the Iso Omena shopping centre in Espoo. The Lounge is an intimate space that has been designed to offer its customers a cinema experience like no other. Equipped with luxurious leather recliners and individual tables for food and drink, the cinema is aimed at a highly discerning public. Naturally the audio system needed to be of the same extremely high standard, hence the choice of Genelec speakers. A total of eight high performance speakers, including the newly introduced 1234AC, were used to deliver premium audio with precise imaging for a truly absorbing 7.1 audio experience.

"The main reason we decided to choose Genelec was to underline and define the exclusivity of the luxury experience by using top of the line speakers," says Ari 'Jaska' Saarinen, who was Finnkino's technical manager for this project. "Genelec is an extremely well-known brand, and synonymous with outstanding performance in the pro audio industry. It was an obvious choice for me for this installation."

Saarinen was previously frustrated by the lack of quality cinema speakers to choose from when equipping cinemas across Europe, and he has often used custom-made loudspeakers which are designed to be positioned in a special array above a non-perforated screen. For the Lounge project however, he was keen to take the cinema experience to the next level, with the assistance of Genelec. "All of the customer feedback we have received has been very positive, and the Finnkino Lounge is very popular; it's always a sell-out," adds Ari.

Finnkino Lounge uses three powerful 1234AC three-way active speakers positioned horizontally above the screen to deliver precise imaging both on- and off-axis, courtesy of Genelec's Directivity Control Waveguide (DCW™) technology. By positioning speakers above the screen instead of behind a perforated screen – as is conventional with cinema audio setups – the speakers avoid any unwanted comb filtering effect or impact on loudspeaker dispersion which the screen may add.

In addition, four Genelec 1238AC loudspeakers are positioned at the sides and the back of the auditorium. The 1238AC is little brother to the 1234AC, sporting dual 10” woofers to the dual 12” woofers that feature in the 1234AC model. The careful positioning of the speakers, all of which are three-way for maximum accuracy and directivity control, ensures the highest quality 7.1 audio experience for every seat in the house. Rounding off the installation is a Genelec 7073A subwoofer - featuring four 12” drivers, 19 Hz lower cut-off frequency and 124 dB sound pressure output capability, the 7073A delivers powerful and precise bass throughout the auditorium.

“I have worked with Genelec for almost 30 years and it is always a pleasure,” notes Saarinen. “Working on the Finnkino Lounge project with Genelec has been an excellent experience, and we are delighted with the outcome.”

Finnkino is a part of Odeon Cinemas Group, and it operates cinemas in eleven different cities around Finland, with 16 theatres and a total of 104 screens. The theatre group aims to offer quality films to customers with the best possible viewing comfort as well as a variety of additional services.

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. 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. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.

For press information, please contact:

Kiera Leeming
Copper Leaf Media
Tel: +33 (0)6 84 06 26 42
email: kiera@copperleaf.media

Mari Primetta
Genelec Oy
Marketing Communications Manager
email: mari.primetta@genelec.com