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## Press Release

### **Genelec launches Smart IP Audio Platform at ISE 2019**

**Helsinki, Finland – January 2019...** Genelec - the global leader in professional audio monitoring - is unveiling a unique open IP networking technology platform at ISE 2019. This platform is aimed specifically at the installation market and will deliver power, audio and scalable loudspeaker system configuration, supervision and calibration features via a single standard CAT5 cable.

This novel technology will be rolled out over a range of Genelec's installed audio loudspeakers, commencing in Q4 of this year. Based on IP and Power-over-Ethernet (PoE), the Genelec technology platform includes a proprietary internal power supply that delivers much higher SPLs than was previously possible via any conventional PoE. Indeed, the Genelec solution is powerful enough to run small to medium sized systems – a world first.

In addition to its superior power handling qualities, Genelec's smart IP platform also enables flexible system integration, supervision, management and monitoring over IP thanks to Genelec's sophisticated loudspeaker management software. The concept of loudspeaker management by software is already a mature and well-established tool within Genelec's studio monitoring loudspeaker range, but to address the specific needs of the installed audio market Genelec have developed dedicated software that offers a raft of tools focusing on solving specific installed audio problems - including device discovery, automatic room equalisation and calibration, system organisation and status monitoring. In short, saving integrators a huge amount of working time whilst ensuring that the system performs with outstanding clarity and speech intelligibility.

The smart IP platform solution is compatible with the most popular audio-over-IP networking protocols for complete flexibility and scalability. A standard analogue input is also included, increasing the system design flexibility.

According to Aki Mäkivirta, Director of R&D at Genelec, the development of the IP technology platform offers integrators an easy and cost-effective route to uncompromised high-quality audio installations:

“With everything you need delivered over a single, standard network cable - including enough power to drive medium SPL applications - integrators have a complete solution at their

fingertips: the highest quality loudspeakers with onboard signal processing, integrated power amplifiers and automatic room calibration, all underpinned by Genelec's renowned audio and build quality. Additionally, since all Genelec production takes place at our factory in Finland and follows strict principles of environmental compatibility and design for long service lifetime, it simply doesn't get any easier to guarantee sustainable quality audio installations!"

## **About Genelec**

*Since the founding of Genelec in 1978, professional audio loudspeakers have 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 loudspeakers. Forty years later Genelec loudspeaker 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 reproduction.*

### **For press information, please contact:**

Kiera Leeming  
Copper Leaf Media

Tel: +33 (0)6 84 06 26 42  
email: [kiera@copperleaf.media](mailto:kiera@copperleaf.media)

Mari Primetta  
Marketing Communications Manager  
  
email: [mari.primetta@genelec.com](mailto:mari.primetta@genelec.com)