

\*\*\* FOR IMMEDIATE PUBLICATION \*\*\*

## Genelec unveils flagship 7380 SAM subwoofer

**Helsinki, Finland – September 2017...** Genelec, the leader in active monitoring technology for four decades, is proud to introduce the 7380 SAM subwoofer, which delivers both high SPL and an extended low-distortion LF response in an impressively compact enclosure.

The new flagship of the SAM subwoofer range, the 7380 can be simply and seamlessly integrated into any monitoring system - from stereo to multi-channel, as well as part of a large-scale 3D Immersive set-up - yielding a level of performance normally associated with much larger enclosures. Equipped with a newly designed Class-D amplifier section plus all the benefits of SAM technology, the 7380 has been created to exceed the demands of discerning professionals in music, post, film and broadcast. Furthermore, the 7380 partners perfectly with Genelec's 'The Ones' series of coaxial three-way monitors, particularly in the creation of Immersive systems for those working with Dolby Atmos, Auro-3D and DTS:X formats.

Standing just 685mm in height with a width of 718mm and depth of 492mm, the 7380's 800W Class-D amplifier drives a custom 15-inch long throw woofer that, combined with Genelec's acclaimed LSE spiral enclosure, produces a remarkable maximum SPL of 119 dB (123 dB peak) plus precise low frequency response down to 16 Hz.

The incorporation of Genelec's acclaimed SAM technology puts the 7380 at the heart of a larger family of smart monitors and subwoofers from across the Genelec range. With GLM software for PC or Mac, up to 40 SAM monitors and subwoofers can be networked with instantly recallable system configurations and advanced auto-calibration features including level, time-of-flight and phase adjustments. GLM users benefit from extensive room compensation features including an adjustable crossover frequency and 20 parametric notch filters, ensuring that the 7380 can be optimised to achieve the best possible performance even in challenging acoustic environments. Crucially, GLM also supports both centralised and distributed bass management modes depending on the type of monitors being used.

However, the 7380 is just as effective in a non-SAM environment. A full complement of DIP switches can be easily accessed on the front panel, facilitating a full-featured standalone mode, including advanced calibration for hybrid systems in which traditional main monitors are used. In standalone mode, the crossover frequency is fixed at 85Hz. Finally, for those working with multi-channel audio, the 7380 offers 7.1 channel XLR analogue inputs and outputs, while an AES/EBU digital connection can be used either for stereo operation or for full 7.1 digital with the addition of Genelec's optional 9301 Digital Interface.

“We have spent more than 10 years refining our SAM range to represent not just the world’s most advanced monitoring technology, but also a uniquely powerful family of products that is trusted and relied upon by professionals the world over. The 7380 continues that tradition of extraordinary innovation,” commented Genelec Managing Director, Siamäk Naghian. “Simply put, the 7380 will go louder and lower than anyone would expect with an enclosure of this size. It is the ideal choice for anyone who demands powerful, dependable LF reproduction in a truly compact form factor.”

For further details, please visit [www.genelec.com](http://www.genelec.com).

-ends-

### **About SAM**

*SAM (Smart Active Monitoring) technology has been developed and refined by Genelec for more than a decade to allow studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each SAM monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analysed, after which GLM’s AutoCal feature optimises each SAM monitor for level, distance delay, subwoofer crossover phase and room response equalisation, with the option of further fine tuning by the user. By minimising the room’s influence on the sound, SAM monitors deliver an unrivalled reference, with excellent translation between rooms.*

### **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. Over 35 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:**

Lars-Olof Janflod  
Genelec Public Relations Director

Tel: +46 708 166643  
email: [lars-olof.janflod@genelec.com](mailto:lars-olof.janflod@genelec.com)

