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Press Release

Loud and Clear: Genelec unveils new high-SPL monitors

Helsinki, Finland – 7th August 2018... Signalling its intention to offer audio solutions for all room sizes and applications, Genelec is today announcing the global launch of two new high-SPL SAM monitors – the two-way S360, and the 7382 subwoofer.

Both models are ideal for any professional application that demands high acoustic power or listening at a distance; from large immersive setups in post-production studios or film mixing stages to play-live monitoring in music production or EDM playback.

Housed in a compact, low diffraction enclosure with premium quality Finnish woodwork, the S360 features a further enhanced 10-inch high efficiency and minimal distortion woofer based on Genelec's Master Series, and a completely integrated extended directivity control waveguide [DCW™](#), supporting its 1.7-inch titanium diaphragm compression tweeter. The result combines the neutrality for which Genelec is known, with a short-term SPL capability of 118 dB - with peaks even higher - and a long throw capability that can provide reference quality accuracy even at listening distances of over 10 metres (33 feet). The S360 offers the benefits of main monitor performance in a condensed form factor, including excellent on-axis characteristics and uncoloured 95-degree (h) to 75-degree (v) dispersion.

The S360 enclosure offers versatile in-wall and on-wall mounting options, while down-firing, flow optimized laminar integrated reflex ports [LIP™](#) ensure tight and noise-free bass output and are also perfectly suited for use with perforated screens. Alternatively, when the S360 is used in free-standing mode the innovative Iso-Plate™ effectively decouples the monitor from its base, focusing low frequency output while preventing vibration transfer and air turbulence. Further flexibility comes courtesy of the system electronics, which can be either integrated into the enclosure or positioned remotely.

Knowing that the production of good content depends on monitors being correctly positioned, level-aligned, time-aligned and room-compensated, the S360 offers full integration with Genelec's [GLM™](#) software, allowing the configuration, calibration and monitor control of more than 40 channels without the need for external processing.

The ideal companion for both the S360 and Genelec's other large format monitors is the 7382 – Genelec's most powerful subwoofer to date. Delivering precise, powerful low frequency extension down to 15 Hz, the 7382 houses three custom-designed 15-inch long throw woofers. Each benefits from the vibration-free environment of a heavily braced fibreboard enclosure, with laminar flow bass reflex porting extending along the entire rear wall to ensure low distortion and compression-free performance, even when the 7382 delivers outputs in excess of 130 dB SPL.

Drawing on integrated processing and decades of research, the 7382 also works with GLM software to control bass management, solve issues of subwoofer placement in unpredictable rooms - or even to build entire arrays of Genelec subwoofers.

“With the launch of the S360 and 7382, we now have a comprehensive range of monitors and subwoofers for all room sizes, SPL requirements and listening distances,” commented Genelec Managing Director, Siamäk Naghian.

“Besides their compatibility with all types of high-SPL music applications, we see the S360 and 7382 finding their place in larger Immersive Audio systems, where the listener by definition needs to find themselves utterly immersed in the experience, aware of every detail. That same precision is at the heart of every Genelec monitor. It is why we believe so deeply in the growth of these exciting new multichannel formats, and why we have produced the S360 and 7382: to realise that immersive potential like never before.”

The arrival of the S360 and 7382 coincides with the publication of a new set of educational tools aimed at helping professionals to better understand and make use of Immersive Audio. Titled Genelec Immersive Solutions, the publication will include a comprehensive overview of the requirements for creating an effective immersive audio set-up, including insights into the most commonly adopted formats and the Genelec solutions required to make the most of them. Due to launch alongside the S360 and 7382, the publication will also be available for download from www.genelec.com/immersive.

For more information visit www.genelec.com.

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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. 40 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.

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