

Genelec 4000 Series Joins the BIMobject Library

Helsinki, Finland – 16 January 2017 – Genelec has made its hugely popular 4000 Series even easier to include in projects having now been added to the BIMobject library. This forward-thinking move allows AV designers and architects to include the Genelec loudspeakers in any Building Information Model (BIM) to help in the design and planning stages of a project, and it complements Genelec's existing 2D CAD drawings which provide a great design workflow asset. Visitors to the Genelec stand at ISE (3-A119) will be able to see the 4000 Series loudspeakers up close and personal on its new-look stand, as well as see the complete range of accessories, which will help attendees to understand the wide variety of installation possibilities.

Sami Mäkinen, Genelec Business Manager for AV Installation Systems says, "By having our products available with BIMobject, this will encourage designers to consider their audio options in the planning stage, which will lead to a much more successful installation. In the past we have seen the planning for AV equipment comes in very late in the building process, and as a result the sound performance often takes a hit. For ISE this year, we really wanted to make everyone aware of just how versatile the 4000 Series is, and we will be showing off a wide range of outstanding installations which make the most of the technology."

Users will now be able to add the loudspeakers into digitally built models in building design software such as Autodesk Revit, ArchiCAD and Google Sketchup. In addition to the BIMobject Library, CAD drawings are available to download in .dwg and .pdf formats, which ensures that architects are able to carry out any necessary calculations ahead of installation.

As a result of this BIMobject agreement, Genelec's 4010, 4020, 4030 and 4040 loudspeakers can be seamlessly loaded into any project file, ready for placement as part of a three-dimensional digital model. Users will also have access to the latest technical product information by downloading Genelec's BIM objects in building design software.

The 4000 series models are compact but powerful two-way active loudspeakers designed for indoor commercial and professional installations. The models contain an integrated amplification unit comprising an active electronic crossover, overload protection circuitry and two power amplifiers, one for each driver. The 4000 series offers excellent sound quality with high sound pressure capability in a small enclosure.

To download the Genelec BIM objects, please visit the following link:

<http://bimobject.com/en-us/product/?freetext=genelec>

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About BIM Object:

Today CAD symbols are replaced by BIM objects. BIM objects still carry the representation of your products in 2D and 3D like a CAD symbol would, but they also carry so much more.

Every building design and specification process is today done in conjunction with CAD/BIM software. The advantage of BIM software is that it enables evaluation and specification as early in the process as possible. The beauty with BIM objects are that they assist the designer/engineers in their work in a way that they become an integrated part of the BIM model (product model).

Your products that are represented here as a BIM object will be visible in every drawing, visualisation and by extracting bill of materials from the BIM systems like ArchiCAD or Revit, your products will be listed in the listings.

The benefits of your products will be clearly integrated in the design and the chances of getting specified are much higher than if you are not visible in the BIM systems. BIM models can also be used for estimations and a bill of materials can be generated. It all allows for more focus on the actual design part for the architect.

More and more tools allow for more advanced calculations and simulations, like sunlight and shadows, energy and carbon dioxide, airflow and sound simulations. This creates a higher demand on the objects in the model that Architects and Engineers use to populate their BIM model with. Manufacturers' product-specific data is crucial to be able to generate the correct visualisation, functional analysis and accurate calculations of energy.

For the architect to create realistic 3D images of a proposed design, the work will be much better and much more realistic if the architect can work with real BIM objects and real materials and textures. A BIM object understands what materials and textures it can have and helps the Architect creating good design and realistic design intent images. At BIMObject we create 3D models (which are the basis for a BIM object) as well as the materials and

properties of the actual real product. It increases the realism in the images to an extent where it is hard to distinguish from photographs.

In a BIM object you can also add links back to your product information, your website, contact details and montage instructions. The BIM objects are smart by nature and can contain functions like how they should be operated, how the windows swing and open, and of course all visual qualities.

All variations and sub selections are integrated in the object so the detailed specification is easier to perform and execute. The objects are branded with your logo and copyrights, giving you a product placement straight into the design and construction process that is unequal to any other marketing approach. For the prescribing consultants like architects, it saves time and makes the process so much better, adding increased productivity, higher quality and more valuable information straight into their BIM software, which they use eight hours a day designing buildings and interiors.

YouTube Video for ArchiCAD

<https://youtu.be/OYtNIEIX2J0>

YouTube Video for Google Sketchup

<https://youtu.be/WqtX-IHBB5A>

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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.

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