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Please note that this information is embargoed until Thursday 5th September at 20.00 BST.  
We'd appreciate your understanding in keeping this information confidential until then.  
Many thanks.

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## Press Release

### Point Source Precision meets Adaptive Woofer Technology in Genelec's Newly Expanded 'The Ones' Family

**Helsinki, Finland – September 5<sup>th</sup>, 2019...** Genelec, the world leader in professional audio monitoring, has expanded The Ones series of Ultimate Point Source Monitors to bring uncompromised precision listening to a much wider range of room sizes, listening distances and SPL requirements. The announcement of the new 8351B and 8361A coaxial three-way monitors alongside the complementary W371A Adaptive Woofer System means that The Ones family now delivers uniquely uncoloured and neutral reference monitoring performance - from ultra-nearfield through to mastering-calibre and main monitor applications.

The Ones range was launched in 2014 with the introduction of the 8351A, whose extraordinary imaging, extended frequency response, controlled directivity and fatigue-free listening enabled professionals to work faster and make more informed, consistent decisions when recording and mixing. In 2017 the 8351A was joined by the 8331A and 8341A models, creating a trio of compact nearfield monitors that stunned users worldwide with their outstanding performance, garnering multiple industry awards along the way. By colouring neither direct sound nor reflections, The Ones rapidly gained a well-earned reputation for making a good room sound incredible.

Today, the new 8361A three-way coaxial monitor refines the point source concept even further, offering the most advanced acoustic performance of any studio monitor currently available - with extremely high dynamic range, unrivalled directivity and imaging and a short term SPL of 118 dB with peak levels even higher. Now the largest coaxial monitor in The Ones family, the 8361A will deliver an exquisite monitoring experience at any listening distance up to 5 metres, making it perfect for small to medium sized rooms.

The 8361A features two newly-designed Acoustically Concealed Woofers - generating high SPL output with extremely low distortion - and brand new MDC coaxial midrange and tweeter drivers which provide smooth directivity, low distortion, high SPL and extended frequency response up to 40 kHz. Like all models in The Ones range, the 8361A's unique Minimum Diffraction Enclosure eliminates colouration and its entire front baffle acts as a Directivity Control Waveguide - producing a fantastically wide, uncoloured sweet spot. Efficient

proprietary Class D amplification is complemented by advanced DSP processing, including delay equalisation and twenty precision EQs for room compensation.

The newly upgraded 8351B shares much of the technology of its other Ones siblings and benefits from the many recent advances in electronic, mechanical and acoustical design that Genelec has continued to pioneer. Drawing inspiration from the electronic design of the 8341A and the driver technology of the 8361A, the 8351B revision has managed to improve on the exemplary performance of its predecessor by offering increased SPL, additional room compensation EQs, equalised delay and enhanced HF response.

The W371A Adaptive Woofer System is a truly unique concept, designed specifically to seamlessly complement 8341, 8351 and 8361 monitors, and in conjunction with these models creates a series of full-range monitoring solutions with unrivalled neutrality and supreme levels of control over directivity and the effects of room acoustics. For the first time ever, studios can now experience all the benefits of a main monitor, but with the freedom to locate this free-standing system in optimal positions within the control room; even providing the option to switch between nearfield and main monitors without image-shifting.

Standing at 1100 mm (43 1/4 inches) high and featuring dual high performance woofers, one forward-facing and one rear-facing, the W371A introduces a palette of novel ways to custom-tailor system performance carefully to the room over the critical lowest four octaves. As a result, the W371A offers vastly superior performance compared to standard free-standing loudspeakers or supporting subwoofers, since it offers a flatter and smoother in-room frequency response with more coherent low frequency imaging - yet achieves this without sacrificing envelopment.

Augmenting the dual woofers of The Ones coaxial models with a complementary W371A yields four woofers in total per channel, and these are combined using advanced acoustic measurement to reduce destructive cancellation and standing wave artefacts - through a host of tools including crossover frequencies, polar response and directivity. As a result, the W371A goes further than any other monitoring system in removing the detrimental influences of the listening room on low frequency reproduction – universally recognised as a key issue in all modern studios.

As part of Genelec's Smart Active Monitoring family, all models in The Ones range integrate tightly with Genelec's GLM software application, which can configure, calibrate and control entire Genelec smart monitoring systems. Based on experience from thousands of studios around the world, GLM is able to minimise the listening room's influence on the sound, enabling the user to produce mixes that translate perfectly to other systems, whether the format is mono, stereo or high channel count immersive.

Commenting on the launch, Genelec Managing Director Siamak Naghian said:

“No other family of studio monitors can offer this level of coherency, control, neutrality and sheer ability to adapt to any acoustic environment. From the ultra-nearfield precision of the 8331A to a full-range system comprising the 8361A and W371A, our point source technology is now fully scalable, broadening its appeal still further and maintaining The Ones' position as the industry's benchmark for truthful reference monitoring.”

For more information please visit [www.genelec.com](http://www.genelec.com)

## **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*

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