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Press Release

Hunan TV relies on Genelec for China's first Dolby ATMOS equipped OB truck

Hunan, China – August 2018...As one of the largest television broadcasters in China, [Hunan TV](#) has set itself apart with a pioneering attitude and string of ratings hits. Building on its success, the station has launched the first Chinese OB truck capable of producing [Dolby ATMOS](#) 5.1.4 – with Genelec audio monitoring at its heart.

Leading Chinese systems integrator [NDT Group](#) worked closely with Hunan TV's Senior Recording Engineer Long Hongliang on both the design and integration of the truck's audio systems. "This project represents a milestone for Hunan TV, as well as a significant step forward for Chinese broadcasting," Hongliang explains. "There could be no compromise on the equipment chosen – everything had to be the best."

The interior of the vehicle is split into four distinct zones: the main mixing area, the broadcast area, equipment racks, and storage. The vehicle's constrained dimensions meant that optimal loudspeaker placements were simply not technically possible, particularly for the surround and height speakers. The lack of internal space also meant that it was unrealistic to apply any more than a limited amount of sound isolating treatment, and in its untreated form the vehicle suffered from an imbalance of midrange and low frequencies, leading to a somewhat 'boomy' sound.

To solve these problems, Hongliang turned to Genelec SAM monitors, which integrate tightly with [GLM](#) software to allow the entire monitoring system to be calibrated for an optimal listening environment. Occupying the LCR speaker positions are three [8351](#)s, the largest of Genelec's [The Ones](#) series of three-way coaxial monitors. They are joined in the left and right surround positions by two 8240 two-way monitors, while four compact [8320](#) two-way monitors are installed discreetly in the vehicle's ceiling – with an enclosure depth of less than 6 inches, these monitors are easily contained within the roof space.

Adding a solid LF foundation to the truck's immersive system are two Genelec 7260 SAM subwoofers. Crucially, via GLM, users can switch between monitor configurations and surround formats at the touch of a button – from simple stereo to surround and all the way up to ATMOS.

“I’m confident that the implementation of this Genelec monitoring solution and Dolby ATMOS within the new OB truck will prompt and inspire many more creative ideas within the Chinese broadcasting community,” reflects Hongliang. “It is a strong example of what we can achieve and it is already greatly adding to the quality and breadth of audio production within our television programming. Most of all it creates the opportunity for a wealth of new media content. The truck has already been employed on a number of major events and concerts, and we expect that it will participate in many more large-scale live production broadcasts in 2018 and beyond.”

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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