

## Genelec Sets Strategic Alliance With Nashville Facility

**BOOTH 322** Genelec has formalized a strategic alliance with Nashville's Addiction Sound Studios and its management. Under the terms of the agreement, Addiction Sound Studios (the private studio of legendary Journey keyboardist/songwriter/multi-platinum artist Jonathan Cain and famed multi-platinum, multiple *Billboard* #1-charting producer/mixer/engineer/multi-instrumentalist David Kalmusky) will become a showcase venue for Genelec, where members of the Nashville music community can now audition a wide selection of Genelec Active Monitors in a controlled studio environment.

"This relationship with Addiction Sound Studios has been an evolving one and will now provide end users and clients of our local Nashville dealers the ability to evaluate and listen to our monitors—with their own reference CDs or line-in program material if they choose—in order that they get the most accurate sonic picture when making a purchasing decision," says Genelec Inc. Territory Manager John Whitcore.

As part of the new relationship, Addiction Sound Studios has recently acquired several pairs of Genelec Active Monitors, including 8351 Three-way Smart Active Monitors (part



Genelec Inc.'s Territory Manager John Whitcore (left) and Eastern Territory Sales Manager Paul Stewart in Addiction Sound Studios' Control Room A at a recent Genelec event held during the 2017 Summer NAMM Show.

of the recently introduced "The Ones" series); 8350A Smart Active Monitors; and 1238A Three-way Smart Active Monitors.

## L-Acoustics Launches First Avnu-certified Systems

**AES SPONSOR** L-Acoustics is launching the LA12X amplified controller, its first product to receive Avnu certification, with the LA4X soon to receive certification. A member of the Avnu Alliance since 2015, L-Acoustics has committed its development resources to open-standard AVB technology, which streamlines network infrastructure by combining audio signal transmission with system control and monitoring.

The Avnu-certified LA12X and LA4X amplified controllers include built-in AVB bridge functionality, reducing the need for additional costly networking equipment and facilitating setup and interoperability of systems. Together, they are the first Avnu-certified amplified controllers to be launched with both Bridge and Listener technology. To accompany the LA12X and LA4X, LA Network Manager software is also updated with an AVB controller, which eases connection with other systems and integrates seamlessly via an easy and natural user interface.

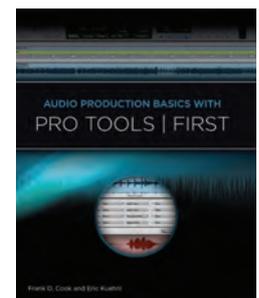


L-Acoustics' LA4X and LA12X Avnu-certified amplified controllers shown with a laptop running LA Network Manager

## Hal Leonard Issues 'Audio Production Basics with Pro Tools | First'

**BOOTH 448** Newly released from Hal Leonard Books, *Audio Production Basics with Pro Tools | First* teaches the basics of composing, recording, editing, mixing, and processing audio using the freely available Pro Tools | First software. Designed for the digital audio novice, this first-of-its-kind volume is an ideal launch pad for aspiring audio engineers, new media professionals, and anyone else seeking better results in their audio endeavors.

*Audio Production Basics* covers all the bases within the context of a Pro Tools user interface, from basic computer and digital audio workstation concepts to audio and MIDI recording techniques to procedures for selecting and navigating fundamentals of mixing and signal processing and beyond. This book serves as a resource for both Pro Tools | First users and those employing commercial versions of Pro Tools software.



**THE RECORDING ACADEMY PRODUCERS & ENGINEERS WING, AES SPONSOR** The Recording Academy Producers & Engineers Wing has announced its 2017-2018 Steering Committee. The newly seated Committee consists of a diverse array of music engineers, producers, and audio professionals who, building upon the significant legacy established by prior Steering Committees, will work to address key issues confronting music production and promote meaningful solutions to help move the industry forward. The P&E Wing continues to advocate for excellence in sound recording, audio technologies, and education in the recording arts, along with recognition and rights for music creators overall. The 2017-2018 Steering Committee is chaired by GRAMMY winners Ed Cherney and Ann Mincieli, and includes the following music industry professionals from across the United States: (from left, back row) John Poppo, Manny Marroquin, Ivan Barias, Jeff Balding, Matt Hennessy, David Chesky; (front row) Ken 'Duro' Ifill, Ann Mincieli, Ed Cherney, Maureen Droney, Emily Lazar. Not pictured: Greg 'Stryke' Chin. Photo courtesy of the Recording Academy. (c) 2017. Also serving as members of the Committee are John Poppo, chair of The Recording Academy Board of Trustees, and Neil Portnow, the Academy's President and CEO.

