

## **Genelec Smart IP 4410**



Genelec has further expanded its Smart IP family of installation loudspeaker systems with the introduction of the super compact 4410 loudspeaker model and a new Smart IP Controller app. The 4410 joins the existing 4420 and 4430 Smart IP models to cater for an even wider range of applications and room sizes, while the free Controller app provides the end user with instant and intuitive control of key

loudspeaker system functions including mute, volume control and power on/off, plus overall zone control.

Originally launched in 2019, the Smart IP loudspeaker range combines exceptional sound quality with single cable convenience, providing scalable power, audio and management features via a standard CAT cable. Offering extraordinary coverage, clarity and intelligibility, all models are compatible with both Dante and AES67, and derive power via PoE and PoE+ Power-over-Ethernet formats.

Measuring just 181 mm in height, the active two-way 4410 is perfectly suited to smaller spaces, yet its proprietary internal power supply helps to produce an impressive 100 dB of short term SPL. The 4410 supports up to eight audio channels in a stream with sample rates of 32 - 96 kHz and 16 - 24 bit resolution and delivers a frequency response of 67 Hz - 40 kHz, via internal Class D amplification stages driving a 3 inch woofer and 3/4 inch metal dome tweeter.

Created in conjunction with leading industrial designer Harri Koskinen, the 4410's aesthetically beautiful Minimum Diffraction Enclosure is fashioned from recycled aluminium and utilises Genelec's trademark Directivity Control Waveguide, to ensure precision and clarity both on and off axis. Built to the highest environmental standards in Iisalmi, Finland, the 4410 is available in black or white finishes, and a wide range of accessories ensures that the 4410 can be mounted quickly and conveniently in almost any location.

As well as receiving both power and audio-over-IP, the 4410's single rear panel RJ45 connector also allows access to Genelec's Smart IP Manager - a sophisticated downloadable software tool running on Windows 10 that allows installers to configure an almost unlimited number of rooms, zones, loudspeakers and audio channels, and includes device discovery, a versatile room equalisation tool set, system organisation and status monitoring.

Once the installer has used Smart IP Manager to configure and optimise the system, the end user can then download the free Smart IP Controller app onto their smartphone or tablet (iOS or Android) for instant fingertip control of mute, volume control and power on/off. The Controller app will automatically discover the loudspeakers on the network, and offers a clean and intuitive user interface that both experts and non-technical staff alike will find straightforward and satisfying. Access to some or all of the zones created during configuration can then be assigned to the app, thus ensuring that the appropriate levels of access are granted to each end user.



“The compact 4410 is a natural and welcome extension to our Smart IP loudspeaker family, while the Smart IP Controller app is the perfect tool for less complex installations where comprehensive touchscreen control of the system isn’t always required,” comments Genelec AV Business Manager Sami Mäkinen. “The 4410 is perfect for those installers looking for big loudspeaker performance from a small footprint, while the Controller app provides a simple, low cost alternative to third party house automation systems. We’re sure that installers and end users alike will warmly embrace these new additions to the growing Smart IP family.”

## Genelec expands Smart IP family with new 4410 loudspeaker and Controller app

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