

### Genelec 3440A



Genelec, a company with expertise in professional loudspeakers, will be further expanding its Smart IP family of active installation loudspeaker systems at InfoComm 2024 with the introduction of the 3440A – a truly pioneering new PoE subwoofer. The 3440A joins the existing Smart IP range of wall, ceiling, and pendant loudspeaker models to provide a scalable full-range audio solution that combines exceptional sound quality and networked convenience. With the addition of the

3440A, the Smart IP family now represents an even more flexible and future-proof choice for integrators and installers everywhere.

Originally launched in 2019, the Smart IP range provides flexible power, audio, and management features via a single standard CAT cable. Producing studio-quality audio with superb clarity, intelligibility and uniform coverage, all models can be freely combined on a network. The Smart IP range is compatible with both Dante and AES67 streams, deriving power via PoE or PoE+ Power-over-Ethernet formats.

As well as receiving both power and audio-over-IP, the 3440A's RJ45 connector also allows access to Genelec's sophisticated Smart IP Manager configuration software. Smart IP Manager enables installers to configure an almost unlimited number of rooms, zones, loudspeakers, and audio channels. It includes system organisation, status monitoring, and a versatile room equalisation tool set - including adjustment of the 3440A's crossover frequency. For day-to-day end user control, a public API command set and growing range of drivers allows easy integration of Smart IP models with third party automation/control systems.



Measuring just 475 mm x 475 mm x 220 mm (18.75 in x 18.75 in x 8.75 in) and weighing in at a modest 14.5 kg (32 lb), the compact design of the 3440A features a 165 mm (6.5 in) driver, an efficient 70 W internal Class D amplifier stage and dual reflex ports, delivering clean, controlled low frequency performance between 35 and 120 Hz. The 3440A's proprietary internal power supply technology stores power in order to produce an impressive 106 dB of short-term SPL whenever needed. Genelec's power-saving Intelligent Signal Sensing (ISS) circuitry provides further efficiency by activating a low power 'sleep' mode if no audio is detected for a defined period.

The active design of the 3440A provides both optimum audio performance and removes the need for bulky racks of external amplifiers and their associated cabling. Alongside the support for lossless, low latency IP audio streams, analogue connectivity is also supported via a Euroblock connector – which can be used either as a failsafe backup, or to enable IP control of an analogue source.

Available in black or white finishes, the 3440A can be discreetly integrated into any environment, and can either be positioned on the floor, or mounted on the wall or ceiling via an optional heavy duty bracket. Designed, assembled, and tested by Genelec in Iisalmi, Finland, the 3440A will provide decades of reliable performance in even the most challenging environments. Backed up by Genelec's well-earned reputation for unrivalled technical support, Smart IP loudspeaker solutions are a secure long term investment for any AV installation project.

"With a growing range of loudspeaker models, it was clear that the addition of a PoE subwoofer was going to make the Smart IP family an even more comprehensive solution for premium AV installations," comments Genelec AV Business Manager Kati Pajukallio. "With the 3440A's combination of clean, precise low frequency performance and networked flexibility, we're sure that the Smart IP family will now be embraced by an even wider range of integrators and installers around the world."

Visitors to InfoComm 2024 (Las Vegas, June 12th – 14th) are warmly invited to join the Genelec team at Booth #C5034 to see and hear the new 3440A.

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