

## **NAMM TEC Award for Genelec 9320A SAM Reference Controller**



Genelec, a company with expertise in active monitoring technology for over 45 years, is proud to announce that its 9320A SAM Reference Controller has been selected as the winner of a NAMM Technical Excellence & Creativity (TEC) Award in the Production Essentials category. The 40th annual TEC Awards were held Thursday, January 23, 2025, at The NAMM Show in Anaheim, California. Pro audio, live event and music industry professionals composed the voting pool, who determined the 2025 TEC Award winners from the finalists in each category.

“It is a true honor to be recognized by our peers for outstanding technical achievement for the 9320A Reference Controller,” stated Will Eggleston, Genelec Inc. Marketing Director. “Genelec puts in a tremendous amount of hard work, dedication and innovation to bring our tools to the marketplace, and we are happy that this product has resonated with end users in the field.”

Presented annually at The NAMM Show, The NAMM TEC Awards recognize the individuals, companies, and technical innovations behind the sound of recordings, live performances, films, television, video games, and other media in Technical and Creative Achievement Categories. Through its Hall of Fame, The TEC Awards also

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honors the pioneers of audio technology and the music industry's most accomplished producers and audio technicians. The NAMM Foundation's TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past.



Genelec's new 9320A SAM Reference Controller serves as a single touchpoint for the UNIO ecosystem, offering integrated in-room and headphone monitoring features. It manages multiple Smart Active Monitoring systems, from stereo to immersive, and includes a factory-calibrated reference microphone for automated calibration and control of GLM software. The 9320A can control up to four SAM systems as well as one pair of headphones, operating at calibrated levels per EBU R128, ATSC A/85, or SMPTE RP200 standards. It supports any active loudspeaker system and provides one-click access to additional monitor controls within Genelec's range. Its reference-grade headphone output delivers excellent linearity and dynamic range, allowing users to pair it with the Aural ID 2.0 plug-in for personalized headphone monitoring while measuring sound exposure. The 9320A also integrates with any DAW or audio interface, featuring analogue, AES/EBU, and USB connectivity to connect directly to stereo systems and function as a high-quality A-D and D-A converter.

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