

MERIDIAN TAKES PARTNERSHIP WITH LG TO THE NEXT LEVEL

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MERIDIAN TAKES ITS PARTNERSHIP WITH LG A STEP FURTHER WITH NEW AUDIO PRODUCTS

The latest line of LG x Meridian audio products marks the culmination of three years' close collaboration between the two brands. Working with LG Electronics (LG) has enabled Meridian to apply the 40+ years of audio engineering expertise and psychoacoustic research into mass consumer products, bringing the Meridian experience to more people around the world.

Meridian's unique approach to audio reproduction has been applied to several new products from LG combining innovative design and high-quality sound for a better and more accessible audio experience.

John Buchanan, Chief Executive Officer at Meridian Audio commented, "As part of our collaboration, Meridian and LG recognise the importance of high-quality audio in creating and delivering the ultimate user experience, which continues with new 2020 models of LG's wireless earbuds, soundbars, and portable speakers. These new audio products are a testament to our successful partnership and our commitment to delivering premium, authentic audio to customers, wherever they are."

LG TONE Free

The new LG TONE Free (HBS-FN6 and HBS-FN4) wireless earbuds are the first TWS product (True Wireless Stereo) to include Meridian HSP (Headphone Spatial Processing), a technology included within some of Meridian's own audio products. The earbuds deliver an exceptional listening experience with rich bass and crystal-clear midrange and treble, creating a realistic soundstage that simulates the experience of listening to real loudspeakers.

Developed by Meridian, both TONE Free models feature customised EQ sound settings, with each mode offering four unique presets to deliver a perfectly tailored listening experience, including Natural, Immersive, Bass Boost, and Treble Boost, depending on the user's preferences or choice of listening material.

With Meridian's advanced tuning, the LG TONE Free wireless earbuds deliver premium audio that supports fast charging, allowing users to listen to music for up to one hour from just five minutes of charging. When fully charged, users can enjoy music for a up to six hours.

LG SN Soundbars

In addition, the 2020 LG soundbar models (SN11, SN10, SN9, SN8, SN7, SN7C) deliver rich, true-to-life sound thanks to Meridian's tuning and on-board technology. In Meridian-tuned 'Standard' mode, Image Elevation, a technology used in Meridian's powerful In-Wall Loudspeakers, ensures a more lifelike listening experience by elevating the perceived height of lead instruments and vocals, especially important for soundbars positioned below a screen, whilst Meridian's Bass and Space technology boosts low-frequency reproduction and naturally widens the soundstage.

Built-in AI Room Calibration in the soundbars produces more optimised audio by assessing the dimensions of a given space and adjusting accordingly, as well as creating sound that appears to originate from multiple directions. The soundbars also feature an advanced processing algorithm that can upscale conventional file formats to near-studio quality.

LG XBOOM GO PL Series

The latest addition to LG's XBOOM Go portable Bluetooth speaker line-up, the LG XBOOM Go PL Series (models PL7, PL5 and PL2) integrate Meridian tuning for enhanced bass and clearer vocals, for exceptional listening on-the-go.

The integrated Dual Action Bass in the PL7 and PL5 models naturally extends the bass, whilst the PL7 speaker features dual tweeters to enhance the detail across higher frequencies. To complement the excellent audio quality, the XBOOM Go PL Series also produces pulses of LED lighting in sync with the speed and beat of the audio, adding an exciting visual element to the sound experience.

Combining Meridian's in-depth understanding of acoustics and audio innovation with LG's reputation for producing innovative consumer products, these new products take the partnership to new heights, and deliver outstanding entertainment to more customers across the globe.

For further information on Meridian and its partnerships, visit www.meridian-audio.com/about-meridian/meridian-partnerships/lg-audio/.

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ABOUT MERIDIAN AUDIO

Since 1977, Meridian Audio has been crafting innovative, elegant, high performance audio solutions. With its compact DSP loudspeakers with integrated amplification, Meridian delivers easy to install, high resolution audio systems for home cinemas and whole home solutions. The Meridian Audio experience is now available in the latest models from Jaguar Land Rover, thanks to a collaborative partnership between these two leaders of British innovation and engineering. Meridian's renowned audio quality has extended to new markets including consumer electronics, in partnership with LG Electronics (LGE), marine and airline, ultimately transforming the way people experience sound, wherever they are. Learn more at www.meridian-audio.com.

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