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## **MERIDIAN AUDIO: HOW MUSIC IS SUPPOSED TO BE LISTENED TO**

Meridian is focusing on delivering products and solutions to the CI industry that combine ease of installation with peerless performance. Alongside this, Meridian supports installers with a range of services, such as CEDIA accredited training sessions and the Design and Specification Service, to help them specify the very best home audio systems.

Meridian is one of the manufacturers leading development in Hi Res Audio. Hi Res Audio is a pure and accurate reproduction of the sound the artist recorded in the recording studio. It offers a clarity, subtlety and depth to music that goes far beyond anything we currently listen to, including CD quality tracks. Hi Res Audio also gives the CI industry a chance to return to its core principles of quality of service and technology, and to move away from sacrificing quality for the convenience of lossy formats like MP3. Hi Res Audio can make a real difference to an installer's business, as the higher value products providing higher profit margins. Essential to a Hi Res Audio system is maintaining the resolution across the ecosystem. Meridian Sooloos can provide the perfect backbone for a Hi Res Audio system, as well as offering an easy to use interface and bringing together all of a client's libraries into one platform.

Meridian's award-winning Sooloos audio platform is a fully flexible and scalable music cataloguing and metadata system. Comprising control, network, hard drive storage, a core operating system and an audio source/end point, it can now be integrated using Meridian Core storage options (with integrated end point) or a supported NAS device, through a special QNAP plugin, giving the installer the freedom to specify their preferred storage product. Meridian has improved control options to embrace re-designed iPhone and iPad applications, and TouchPC control alongside integration with third party options including Crestron and Control4. Further emphasising its commitment to the

custom installation market, the DSP320 is Meridian's most discrete yet highest-performing in-wall / in-ceiling speaker to-date, at just 100 mm deep. The DSP320 contains all the system's electronics, including digital audio converters, eliminating the need for any amplification on the rack and saving time, cost and space for installers.

To help support its dealers, Meridian recently launched its Design and Specification Service, a free service that saves time and cost for its dealers working on whole home, superyacht or cinema room projects. All dealers have to do is send a plan of the room or home where they are installing the system, and Meridian will return a schematic that details room layout, speaker positions (for two channel and home cinema systems) and wiring diagrams. In addition, it shows how Meridian components can interface with existing audio and video distribution systems as well as third party control options.

Meridian believes that the best way to sell its products is for customers to experience them in person. The newly refurbished theatre provides a perfect example of Meridian products in action:

- 1 x HD621 HDMI switch and audio upsampler for high resolution blu ray play back
- 1 x 861v8 our reference Meridian surround sound processor with Meridian Room Correction (our proprietary system)
- 3 x DSP8000SE for the left, centre and front channels
- 2 x DSP5200SE for the side channels
- 2 x DSP640 in walls for the rear channels
- 4 x DSP320 for the top channels
- 4 x DSW sub woofers
- 1 x Barco Apollo 20 projector
- 170"/4300mm wide Display Technology woven acoustically transparent 2.40 ratio screen with lateral masking and CATS room acoustic panels

This shows the true range of performance that Meridian technology is able to achieve, the powerful and subtle audio that its speakers can produce for both films and music.

"My clients were looking for a new hi-end multi-room audio system. As they loved the Meridian speakers in their Range Rover, I suggested going to Meridian HQ," says Daniel Lee of Media Max.

“They were simply blown away by the quality of the product and truly amazed by the sound they offered. Having heard the speakers in situ at Meridian, it was an easy decision for them to specify Meridian throughout their home, including DSP520s in the kitchen, DSP7200SEs and DSP5200SE in the living, DSP3200 in the master bedroom and M6s in dining room, with Sooloos running the whole multi room audio system. They are thrilled with their choice.”

Meridian’s CI-focused audio solutions give dealers the flexibility to install high performance systems in almost any application, with their preferred storage solutions and incorporating Hi Res Audio. The services Meridian provides, from the Design and Specification Service to extensive training, also ensure that a dealer specifying Meridian products can design the best possible system and deliver maximum satisfaction to the customer.

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**ABOUT MERIDIAN AUDIO**

Since 1977, Meridian Audio has been crafting innovative, elegant, high performance audio solutions. From its compact DSP loudspeakers with integrated amplification, to its user-friendly music management platform Sooloos, Meridian delivers easy to install, high resolution audio systems for home cinemas and whole home solutions. The Meridian Audio experience is now also available in the latest models from Jaguar Land Rover, thanks to a collaborative partnership between these two leaders of British innovation and engineering. Learn more at [www.meridian-audio.com](http://www.meridian-audio.com).

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