

MERIDIAN UNVEILS SQA LICENSING CONTRACT

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Meridian is breaking new ground in the delivery of premium quality in-car audio through its new licensing distribution agreement with SQA of South Korea. This long-term contract enables Meridian to support the launch of SQA's ground-breaking technologies to the automotive industry.

Meridian is a high-end global brand providing a host of high-performance audio solutions that challenge convention and offer unrivalled clarity, subtlety, and immersion. As well as Meridian's renowned High Resolution home audio sound systems, the company partners with some of the world's most iconic brands, such as Jaguar Land Rover and LG (LGE), to deliver experiences that help redefine how people experience sound.

SQA is a technology start-up company specialising in the field of acoustic spatial equalising technology and who are now challenging the global market by creating a new experience of sound in co-operation with KAIST.

KAIST, formally known as Korea Advanced Institute of Science and Technology, is a national research university based in South Korea and originally established by the Korean government in 1971. SQA's Personal Audio Zone (PAZ) technology is a new offering to automotive customers which isolates the audio for individual zones in the cabin. For example, allowing rear-seat passengers to watch a movie or enjoy music locally while the driver is focussing on navigation instructions, taking a phone call, or listening to their own audio stream. This will enable drivers and passengers to experience an optimised individual audio experience, free of distraction and disruption from other sounds in the vehicle and which can also be much safer for all occupants.

As the initial technology to be launched as part of this new licensing distribution contract with Meridian, SQA's PAZ technology will be offered in the automotive market in combination with some of Meridian's high-performance Digital Signal Processing (DSP) technologies. Developed and continuously improved over 25 years, Meridian's proprietary technologies have the capability to capture the authenticity of a live performance and accurately replicate this back to the listener.

"Meridian's ambition is to transform the way we experience sound, delivering the best experience possible for customers whether they are listening in the home or on the move," says John Buchanan, Meridian's CEO. "As part of this new licensing distribution contract, we're combining our High-Res DSP know-how and years of experience of engineering thrilling and immersive high performance sound systems for major automotive brands, with SQA's ground-breaking PAZ audio technology to deliver an even better, and uniquely individual, in-car audio experience."

Drawing upon Meridian's premium reputation and in-depth knowledge of global audio markets, PAZ is just the start of a long-term licensing distribution partnership that will also advance into other market sectors where sound zone control technology can enhance people's experiences.

"We share Meridian's ambition to push the boundaries of what can be achieved with sound quality and delivery" adds Jong-Hwa Lee, CEO of SQA. "Our sound field control technology can create a new feeling and experience, not only to the automotive field but also to various fields such as TV, audio, and digital signage. We will cooperate with Meridian to create new standards for audio systems which can be enjoyed by more people across the globe."

The PAZ technology will be available to all global manufacturers to implement into their vehicles with or without a current branded audio partner and is not limited to Meridian's automotive partners. For further information visit www.meridian-audio.com.

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