

MERIDIAN AUDIO BRINGS PREMIUM SYSTEM TO NEW AVATR 12

Jan 2024

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- British audio pioneers provide sound system for AVATR's latest electric vehicle
- Sound System features 25 speakers and 2,016-watt amplifier
- Five audio modes tailored for different listening preferences
- Rear cabin includes 16-inch tilting screen for optimal audio-visual experience

Meridian Audio, based in Cambridgeshire in the UK, announces its sound system for the new AVATR 12, continuing the British company's partnership with the electric vehicle manufacturer.

The Meridian system features 25 speakers placed throughout the cabin, powered by a 2,016-watt amplifier. The 7.1.4 configuration delivers clear audio to all seats, with headrest speakers in the driver's position for phone calls and navigation guidance.

The AVATR 12 features five audio modes - Pure & Original, Luxury Theatre, Ethereal, Immersive Cinema, and Personalized - allowing drivers and passengers to choose how they want to hear their music. The rear cabin includes a 16-inch screen that tilts 140 degrees for the ultimate entertainment experience. The Meridian system in the AVATR 12 uses six unique technologies to ensure sound quality in every situation.

RE-Q removes cabin resonances for deeper bass, working alongside Intelli-Q which continuously adjusts to factors like vehicle speed and window positions. For music playback, Horizon transforms standard stereo into surround sound, while Digital Precision captures every musical detail. The system's Perfect Balance maintains consistent audio at any volume, with True Time technology ensuring precise delivery of the sound.

Paul Andrews, Meridian's Head of Automotive said: "The AVATR 12's interior design gives us the perfect platform for our audio system. With speakers carefully placed throughout the cabin, both drivers and passengers get the full benefit of Meridian's sound, regardless of where they're seated."

The AVATR 12 joins Meridian's growing portfolio of automotive partnerships, which includes the limited edition AVATR 012.

For more details on Meridian Audio's automotive partnership with AVATR, visit www.meridian-audio.com/partners/avatr/

About Meridian Audio

Meridian is a multi-award winning British audio technology innovator with a rapidly growing automotive business. In home audio, Meridian is best known for the hi-fi and surround sound cinema products chosen for many of the world's most astonishing residences and super yachts. For the demanding in-car environment, the company focusses on pioneering DSP and other software technologies, supported by deep expertise in electronics, hardware integration and system tuning. Many of the world's most ambitious vehicle manufacturers trust Meridian to support their audio system design, adding value to their most premium systems through the addition of the Meridian brand. Meridian is a technology-driven business that invests around 15% of revenue in R&D, ensuring a full pipeline of innovations that deliver exciting upgrade paths for its customers.

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