

MERIDIAN AUDIO BRINGS GREATER CLARITY & COMFORT TO AVIANCA BUSINESS CLASS

PRESS RELEASE

September 2026

- The Meridian headset is now flying in Avianca's Business Class cabins
- Featuring Meridian's advanced noise cancellation for clearer sound and more comfortable listening
- Bringing Meridian's industry-leading audio expertise to the Latin American aviation sector

Avianca, one of the world's oldest airlines and a leading carrier in Latin America, has chosen Meridian Audio to enhance its Business Class experience with premium in-flight audio.

Passengers flying in Avianca's Business Class cabins will now enjoy a more refined in-flight listening experience with Meridian's custom-engineered headset, bringing greater clarity and comfort throughout the journey.

Designed for the unique demands of the cabin environment, the headset brings Meridian's audio expertise to a growing roster of premium airlines.

With Avianca, Meridian has expanded its presence in Latin America, bringing intelligent acoustic engineering and passenger comfort expertise to one of the world's most dynamic aviation markets.

The launch adds Avianca to Meridian's global aviation network of customers, which includes United Airlines, AirX, British Airways, GOL, ANA and Air Astana, strengthening Meridian's position as a leader in premium in-flight audio.

Iwona Helfer, Meridian Audio's Partnership and Events Manager, said: "Avianca's experience in the skies, paired with their genuine focus on the passenger journey, made Meridian a natural choice for them. In the cabin, great audio is about more than entertainment alone. It's about helping passengers listen more comfortably and feel less fatigued over the course of the journey."

The Meridian headset for Avianca

Tailored for Avianca's Business Class cabins, the Meridian headset is designed to deliver a more refined listening experience throughout the flight.

At its heart is Meridian's custom speaker unit, engineered for the realities of air travel, delivering clear, balanced sound which remains comfortable to listen to over long periods.

Meridian's advanced noise cancellation helps reduce the constant background noise of the aircraft, so passengers can enjoy in-flight entertainment with clearer, more engaging sound.

By improving clarity in the frequencies most common in speech, the headset makes dialogue in films or podcasts easier to understand and the entertainment more engaging, all while reducing the strain that can build up during longer flights.

About Avianca

Founded in 1919, Avianca is one of the world's oldest airlines and a leading carrier in Latin America.

The airline operates an extensive network of more than 150 routes and over 700 daily flights, connecting more than 75 destinations across more than 25 countries in the Americas and Europe.

Avianca's modern fleet is primarily composed of the Airbus A320 family of aircraft and Boeing 787 Dreamliners, for both short and long haul flights.

As of January 2026, Avianca has expanded its Business Class Americas product to 47 domestic routes across Colombia, Ecuador and Guatemala.

- ENDS -

PR & Media Contacts

Gareth Jacob
Marketing Campaign Manager, Meridian
gareth.jacob@meridian.co.uk

David Granger
Director, Arc & Foundry
david@arcandfoundry.com
+44 777 555 3139

About Meridian Audio

The Future of Sound.

Meridian Audio is an engineering-led technology and brand licensing business with an award-winning product portfolio. With nearly fifty years of pioneering audio innovation at its core, Meridian is driven by a singular goal: to evoke the kind of goosebump-inducing reactions that stay with you, an experience that is natural, authentic and lifelike which resonates deep within.

A fundamentally human starting point underpins everything Meridian does. By understanding how we perceive sound, and how it makes us feel, Meridian researches and designs experiences that are immersive, engaging and effortless in any listening application.

Today, Meridian's proprietary audio technologies reach millions of listeners around the world, in luxury homes and throughout automotive cabins, aircraft interiors, marine vessels and personal listening environments. Meridian partners with iconic global brands to shape immersive audio experiences that transform any listening space, and customers who've chosen Meridian include AVATR, British Airways, KIA, LG Electronics, MasterCraft Boats, McLaren Automotive, Rivian, Togg, United Airlines and the JLR House of Brands: Range Rover, Defender, Discovery & Jaguar.

Meridian's portfolio of high-performance luxury audio products are Made in Britain and sold worldwide through specialist integrators and audio distributors. From flagship in-room loudspeaker systems to complete integrated home theatres, Meridian's award-winning products embody the pinnacle of performance, maximising the company's capabilities across research, technology, system design and

engineering to set a benchmark for discerning listeners with luxury residential and bespoke marine projects.

Learn more at www.meridian-audio.com

Follow Meridian's social channels via LinkedIn, Facebook, Instagram, X, TikTok and YouTube - @MeridianAudio.

PRESS RELEASE