

MERIDIAN AUDIO HOSTS EVENT AT KIA AMERICA HEADQUARTERS

October 2024

- Exclusive event showcasing next-generation in-car audio technology to Kia team
- Collaboration between premium British audio brand and major global automotive manufacturer
- Demonstration of innovative Vibrohaptic Audio technology (patent-pending)
- Insight into future trends in automotive luxury and audio

Meridian Audio hosted a two-day event at Kia America's headquarters to demonstrate our innovative automotive audio and our groundbreaking Vibrohaptic Audio technology. The event showcased how premium sound is reshaping the driving experience.

Meridian presented in-car audio advancements alongside demonstrations of the Ellipse streaming speaker, DSP9 and XE loudspeakers. The XE loudspeakers had been colour-matched to Kia's Ocean Blue EV9, subtly blending audio and automotive design.

The event was a chance to see and hear Meridian's bespoke audio for Kia's EV6 and EV9 models. These vehicles integrate some of our patented and proprietary technologies such as Horizon for immersive audio, RE-Q for cabin correction, and Intelli-Q for data-driven equalisation. All combine to provide the very best in-car entertainment in your Kia.

One of the key demonstrations at the event was the experience of Meridian Vibrohaptic Audio technology in a concept car. This approach incorporates carefully positioned hardware in the seat to deliver subtle vibrations, effectively complementing the audio performance. This haptic solution adds a physical dimension to listening, addressing the challenge of replicating the feeling of bass typically lacking in automotive audio systems. This innovative technology creates a deeper connection to your music, enhancing the overall audio experience for everyone in the vehicle.

John Buchanan, CEO at Meridian Audio, said: " Our collaboration with KIA goes beyond traditional in-car audio systems. We're working together to create multisensory experiences that transform every drive. Our Vibrohaptic Audio technology is just one of the many unique ways Meridian is redefining the connection between occupant, vehicle and sound."

Meridian and Kia's partnership, which began with the K8 model, has expanded to include the EV6 and EV9, and underscores both companies' commitment to innovation in automotive luxury and technology.

EXPERIENCE THE FUTURE OF IN-CAR AUDIO

Experience our patented and proprietary technologies including Vibrohaptic Audio firsthand.

To learn more and register your interest in hearing this innovative in-car audio experience, contact us at marketing@meridian.co.uk.

For more information, visit <https://www.meridian-audio.com/partners/kia/>.

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ABOUT MERIDIAN AUDIO:

Meridian, the award-winning British audio technology pioneer and innovator, has been creating innovative audio technologies and elegant, high-performance audio products since 1977. Meridian's ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and its renowned sound philosophy can be applied in all listening environments.

From Meridian's flagship DSP loudspeakers with integrated amplification to its discreet and powerful in-wall loudspeakers, the company delivers easy-to-install, high-resolution audio systems with intentional design for home cinemas and whole-home solutions. Meridian's product range also includes the Ellipse, its latest all-in-one streaming speaker, offering the same uncompromising quality in a compact form. Continuing to push the boundaries of home audio, its products are chosen for many of the world's most astonishing luxury residences and superyachts worldwide.

Many of the world's most ambitious brands choose Meridian to engineer their sound solutions enabling millions of consumers around the world to experience Meridian's signature sound. Customers include AVATR, British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Togg. These partnerships enable millions of consumers around the world to experience Meridian's high performance, signature sound in residential, automotive, marine and airline settings.

Learn more at www.meridian-audio.com.

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