



**MERIDIAN**

# Audio Core 200 Stereo Audio Controller

Launch Date: December 2010 (week 51)  
Shipping Date: December 2010 (week 51)

**New Product Information**



## 1. Executive Summary

As the number and various types of source products in our home audio systems increases at an ever-expanding rate Meridian's range of Digital Active Loudspeakers offers the very best way to deliver the highest standard of audio quality from all of these sources, wherever we choose to listen. To unify these sources and form a complete stereo system Audio Core 200 provides a host of multiple-format source connectivity, powerful audio enhancement features and DSP Loudspeaker controls. It connects to any pair of Meridian DSP Loudspeakers via its SpeakerLink output.

Audio Core 200 is housed in a newly-designed compact case and is finished as standard in high-gloss black or high-gloss white.



## 2. Product Description

Audio Core 200 is a compact Stereo Audio Controller, essentially an advanced preamplifier, designed to connect any pair of Meridian's Digital Active Loudspeakers with Meridian and third-party stereo audio sources.

As a preamplifier, Audio Core 200 offers a range of flexible source connectivity including; stereo analogue (on both phono and mini-jack), digital coaxial, digital mini-optical, USB audio and SpeakerLink. It also includes a port to connect a Meridian i80 iPod dock. It features a comprehensive array of audio controls including; time-aligned balance, bass and treble controls, absolute phase, and a new stereo width control, all of which help Audio Core 200 deliver the very best audio performance irrespective of loudspeaker position or orientation.

To allow all of the sources in the system to perform at the highest possible levels, Audio Core 200 includes a host of advanced DSP audio enhancement technologies derived from Meridian's Reference 800 Series. These include

- High-precision crystal clocking
- FIFO buffering
- Audio upsampling, using Meridian's proprietary apodising filter
- MHR (Meridian High Resolution) encryption

This suite of technologies ensures that signals fed via the twin SpeakerLink outputs are always high-resolution (88.2/96kHz), and guarantees that DSP Loudspeakers connected to Audio Core 200 always deliver their best performance.

Elegantly housed in a new compact case design, Audio Core 200 features an intelligent front panel interface with five of its nine buttons having their function automatically assigned according to the context of use. The front panel also includes a photo-sensitive OLED display that can automatically adjust its brightness to compensate for ambient light levels. The case, which is finished by hand in high-gloss paint in either black or white, covers the recessed rear panel, hiding all the connections and cables.

From its twin SpeakerLink output Audio Core 200 can be used to control any of Meridian's SpeakerLink connecting Digital Active Loudspeakers, from DSP420 in-wall loudspeakers to the new DSP3200 Compact Loudspeaker, or even DSP8000 Reference Loudspeakers. In every case Audio Core 200 provides easy access to the DSP features that help make Meridian Digital Active Loudspeakers perform perfectly in any environment. And for those occasions when you want to listen more privately, Audio Core 200 includes a high-quality 3.5mm headphones output, which can be configured to mute the loudspeakers if desired.



**MERIDIAN**

### 3. Product Features with customer benefits

- 3.1. Audio Core 200 unifies all of your audio sources, and provides simple connection to, and control of, any of Meridian's Digital Active Loudspeakers in an elegant stereo system.
- 3.2. Meridian SpeakerLink connectivity makes Audio Core 200 quick and easy to install with any of Meridian's range of SpeakerLink connecting Digital Active Loudspeakers. Use it to control a pair of DSP420 in-wall Loudspeakers, the new DSP3200 Compact Loudspeakers, or even a pair of DSP8000 Reference Loudspeakers. In every case Audio Core 200 provides easy access to the DSP features that help make Meridian Digital Active Loudspeakers perform perfectly in any environment.
- 3.3. Outstanding preamplifier quality coupled with powerful audio enhancement technologies ensures Audio Core 200 extracts the very best sound from all of your system sources.
- 3.4. Flexible input connectivity ensures Audio Core 200 can connect easily with the widest range of audio sources, from a CD player or radio tuner to a set-top box, games console or media player. Audio Core 200 also includes a USB audio input to replay digital audio directly from your personal computer, and a Meridian SpeakerLink input providing a simple single-wire interface with a Meridian Sooloos Digital Media System.
- 3.5. Audio Core 200 is fully compatible with Meridian's i80 Dock for iPod. Connecting through a single cable, Audio Core 200 and the i80 work together to deliver music from your iPod to your DSP Loudspeakers, and provide elegant control of the music stored on your iPod via Audio Core 200's front panel or remote control handset. The combination will even charge your iPod without the need for a separate charger.
- 3.6. The Audio Core 200 front panel presents an intelligent control interface with smart buttons and a photo-sensitive OLED display. This combination ensures that every one of Audio Core 200's control features is always accessible and functions intuitively. The display even adjusts its brightness according to ambient light levels, which means it can always be clearly read, even from across the room when being operated with the supplied remote control.
- 3.7. Audio Core 200 includes a stereo width control designed to ensure that even when your loudspeakers are positioned close together they still produce a dynamic, naturally open, room-filling sound. Even when the loudspeakers are in good locations, the width control can be used to optimise the stereo stage width, freeing the sound from the loudspeakers, making it even bigger and more open.



#### 4. Key Sales Objectives

- 4.1. Make sales of stereo DSP Loudspeaker systems more flexible and more relevant to more customer types.
- 4.2. Build sales of compact stereo DSP systems based on Audio Core 200 and DSP3200.
- 4.3. Increase stereo system sales of all Meridian DSP Loudspeakers.

#### 5. Pricing (from January 4<sup>th</sup>)

UK Retail	£ 1,500.00 (inc. VAT @ 20%)
US Retail	\$ 2,500.00 (ex. Sales tax)

#### 6. Cannibalisation of Current products

Audio Core 200 presents no cannibalisation threat to existing Meridian products.

#### 7. Recommended system configuration/Positioning

- 7.1. Core set up: Audio Core 200, i80, and DSP3200.
- 7.2. Communication set up: Audio Core 200 and DSP3200.
- 7.3. Communication Colour: Black

#### 8. Target Customer

- 8.1. Audio Core 200 is relevant to all customers searching for a stereo audio system built using any of Meridian's DSP Loudspeakers.
- 8.2. Audio Core 200 is well suited to customers who want to get the best performance from their stereo DSP Loudspeaker system but who can not place their loudspeakers in traditionally idealised positions.
- 8.3. Audio Core 200 is perfect for customers with multiple sources and who want to use Meridian DSP Loudspeakers to deliver the best performance in a stereo configuration.



**MERIDIAN**

## 9. Key Messages

- 10.1. To simplify a customer's life, Audio Core 200 accepts audio sources of all types, connecting them to a pair of Meridian's SpeakerLink connecting DSP Loudspeakers and unifying them in a single, easy to use system.
- 10.2. Audio Core 200 uses Meridian's advanced suite of audio enhancement technologies, including advanced resolution enhancement, to extract the best quality from all of your audio sources.
- 10.3. Audio Core 200 is the perfect system partner to Meridian's new DSP3200 Compact Digital Active Loudspeakers.
- 10.4. Fully compatible with Meridian's i80 Dock for iPod, Audio Core 200 accesses all of the music on your iPod and provides elegant control of your iPod content from its front panel interface and from the supplied remote control.
- 10.5. Audio Core 200's compact, stylish design coupled with the unique performance of Meridian's DSP Loudspeakers makes a high-performance audio system easier to integrate in to a modern living environment, even when space is limited.

## 11. Launch Plan

- 11.1. Audio Core 200 was introduced to MAI's key Premium Partners during their visit to MAL in June 2010; to key distribution partners at MAL's distributor conference in June 2010; and to UK Premium Partners in July 2010.
- 11.2. Audio Core 200 was previewed together with DSP3200 Compact Digital Active Loudspeakers as a new two-channel DSP system at CEDIA 2010.
- 11.3. Audio Core 200 is planned to start shipping (ex MAL) from the end of December 2010.
- 11.4. A press release will be prepared by AGA and then shared with the other agencies for communication at the time of launch.
- 11.5. DSP3200 will be announced on Meridian's Facebook and Twitter pages when shipping commences.

## 12. Marketing Toolbox

- 12.1. PR
  - 12.1.1. A press release describing the Audio Core 200 and DSP3200 system will be made available in support of the preview at CEDIA.
  - 12.1.2. Basic product photography/system renderings will be made available to support press communication at CEDIA 2010.
  - 12.1.3. A detailed press release will be provided in December 2010 (week 51). This will be supported by final system and product photography.



**MERIDIAN**

## 12.2. Advertising

- 12.2.1. A system based advertising creative highlighting the advantages of DSP3200 and Audio Core 200 will be produced, Q1 2011.
- 12.2.2. The advertising artwork will be made available for partners to use locally and with translation in export markets.

## 12.3. Website

- 12.3.1. The main website will require to be updated to include full information on the Audio Core 200 when the product starts shipping.
- 12.3.2. Photography and data-sheets will be added at the same time.

## 12.4. Brochure

- 12.4.1. Audio Core 200 will be included at the next revision of the product brochure.
- 12.4.2. A dedicated brochure communicating the Audio Core 200 and DSP3200 system will be produced to support the product launch.

## 12.5. Point of Sale

- 12.5.1. Point of sale to be produced presenting Audio Core 200 together with DSP3200 as a compact DSP system. Available January 2011.

## 12.6. Training

- 12.6.1. Sales Quick Product Guide covering the Audio Core 200 and DSP3200 system to be created by end of January 2011.
- 12.6.2. Training on Audio Core 200 will be included as part of the standard "Introduction to Meridian" training module it will also be highlighted in the "Selling Skills" module.

## 12.7. Technical Documentation

- 12.7.1. A datasheet describing Audio Core 200 will be available from the time of launch.
- 12.7.2. Technical drawings showing Audio Core 200 will be made available from the main website.