



**MERIDIAN**

# News

Spring 2011 Edition

## Meridian – The Sound of Evoque

Land Rover has announced details of its all-new Range Rover Evoque line of advanced, compact vehicles, all of which are available fitted with one of two powerful Meridian audio systems developed exclusively for the vehicle. Meridian's partnership with Jaguar Land Rover is our second collaboration in automotive entertainment, the first being with McLaren.

The Evoque will be available in three design themes, "Pure", "Prestige" and "Dynamic", and in three-door coupé and five-door versions. In all versions of the vehicle, owners will be able to choose between the powerful 11-loudspeaker stereo **Meridian Sound System**, and a top-of-the-range 17-loudspeaker **Meridian Surround Sound System** featuring Meridian's DSP-based Trifield™ processing and surround-sound.

The systems feature loudspeakers specifically designed and developed for the Range Rover Evoque by Meridian engineers working closely with Jaguar Land Rover's drive unit suppliers. They feature very stable materials ideal for the automotive environment, delivering a tight, dynamic and precise sound with deep bass and excellent midrange reproduction. Both systems offer amazingly natural, crystal-clear quality, developed and fine-tuned to offer the most engaging and satisfying in-car experience.

Meridian's DSP Loudspeaker approach, coupled with Trifield and

*Continued over...*



### In this issue...

- The Sound of Evoque
- Designing the DSP3200

- Meridian For Business
- The Making of a Master

- Meridian in Moscow & Madrid
- Oxford: Britain's First Boutique

**THE SOUND OF EVOQUE – from page 1**

Meridian's Room Correction algorithms to optimise cabin acoustics, delivers superb sound to all occupants of the vehicle.

Trifield is a unique sound processing algorithm based on Ambisonics, the British-developed surround system, the use of which Meridian pioneered. It employs sophisticated DSP-based audio rendering to decode a two-channel audio source for multiple loudspeakers.

The result is dramatically improved stereo imaging for listeners irrespective

of their location – exactly what you need in a vehicle, where driver and passengers can be located some distance from the traditional central "sweet spot". We use Trifield in our home audio products to enhance the listening experience in exactly the same way, where it has been called the "best-kept secret" of consumer audio.

At the same time, Dynamic Volume senses ambient sound levels using a cabin microphone and compensates for road and wind noise, maintaining the desired listening experience at all speeds, whether you're travelling

down the motorway at 70 miles an hour, driving off-road or parked in your driveway.

A combination of Land Rover's experience and Meridian Audio's in-house expertise has created an in-car audio system truly worthy of the Range Rover brand. Countless hours were spent in calibration and equalisation by Meridian specialists to deliver the best possible listening experience from these outstanding audio systems.

*\*Trifield is a trademark of Trifield Productions Limited*

## A Meridian Master is born



Bob Stuart presents a commemorative Meridian Master certificate to Ian Wallis.

As mentioned in the last Newsletter, the Meridian Academy recently announced the first Meridian Specialist: Mr Alan Parkyn. Now we are pleased to say that Mr Ian Wallis of RS AV Solutions has completed and excelled in all the required sales and technology modules provided by the Meridian Academy, and is now recognised as being the world's first fully-trained Meridian Master – the highest accolade awarded by the Meridian Academy, Meridian's prestigious partner training scheme.

The Academy programme covers all aspects of Meridian products and philosophy, and is aimed at helping maximise our partners' efforts by delivering proven sales techniques and in-depth product understanding.

## 'Meridian For Business' – new on the Web

Following the appointment of Lee Birch as Meridian's Business to Business Manager, we've added a new section to the Meridian web site to cover our expansion in this area.

Headed 'Meridian For Business' and accessed under the 'About Us' menu heading, the section gives details of the corporate and business solutions that Meridian offers, from special editions of the M80 for hospitality clients to unique collaborations with car-makers on advanced in-car entertainment systems for the latest high-performance vehicles.

The section describes the different stages in the process by which Meridian works with clients to deliver tailored solutions. Also shown are examples of different industry sectors where Meridian has collaborated with a number of different partners, demonstrating how Meridian's approach to delivering superb quality audio and video products can make a real difference.

The web pages also introduce the services and capabilities that Meridian can bring to the table to help a client deliver a stunning result.



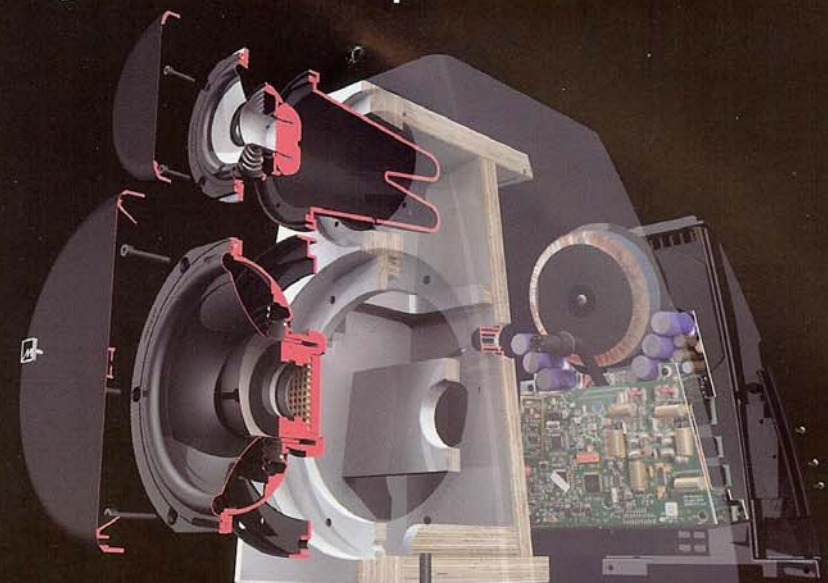
## Meridian Technology

# Designing the DSP3200 Loudspeaker

**What went into designing Meridian's latest compact loudspeaker? Director of Engineering Richard Hollinshead tells all.**

The new DSP3200 is the smallest member of the Meridian DSP loudspeaker line. Its smooth, tapering curves echo the other loudspeakers in the range, but those curves are not purely for aesthetic purposes, explains Richard Hollinshead. "The fact that the loudspeaker is narrow at the top helps reduce diffraction," he notes. "Similarly, the curves help to reduce diffraction too. The more edges, the more diffraction," he explains. Diffraction smears the sound across time and adversely affects both stereo imaging and the frequency response of the loudspeaker. The tapering head also helps to manage the dispersion at high frequencies.

The design of the DSP3200 owes something to the solutions created for Meridian's other systems. "Like the M80, the loudspeaker has two drivers, a bass unit and a wide-range driver," he says. "That means you don't need an upper crossover, so dispersion



changes less with frequency: so the unit gives a full-range sound for listeners at quite a wide angle." It also means that there is no crossover in the vocal range, where the human ear is most sensitive to problems.

The key to a Meridian loudspeaker cabinet is to make it as rigid as possible, so all you can hear are the drivers and not cabinet resonances. In fact, the DSP3200 turned out to be capable of such high output that the cabinet needed additional

bracing to maximise rigidity. Meanwhile, active equalisation and bass protection deliver a smooth full-bandwidth sound whatever the level – and without damaging the loudspeaker when it's turned up.

At the heart of all Meridian's loudspeakers is their no-compromise design – something that sets Meridian apart. "The speaker has Class AB amplifiers like the rest of the range," Hollinshead notes, "and the cabinet is high-quality plywood, not MDF."

Similarly without compromise, the DACs are identical to those in the DSP8000 and 808.3. There's even a balanced audio path from the DACs to the amplifiers, despite the fact they are only inches away.

"Of course we wanted the DSP3200 to be affordable," says Hollinshead, "but the only places we saved money were on areas that are non-performance-related, for example by designing it not to need a display."

The DSP3200 also includes special circuitry to lower power consumption, especially in standby. "It took a lot of re-engineering," Hollinshead recalls, "especially to make the power supply low-power." While it saves electricity to switch a system off, leaving it on can result in a better sound. To get both, the trick is which parts you leave powered up.



International

## Meridian In Moscow



**Meridian now has not one, but two boutiques in the Moscow area.**

The first, Meridian AV (see photos bottom), opened on December 20th last year at Bolshaya Yakimanka. Designed by international retail consultants KVB, it includes the common themes shared by Meridian boutiques around the world, showcasing the brand with different areas of the store highlighting systems and the Meridian Collection.

The second Meridian showroom in Moscow is operated by architects Installation Studio Eleven, and opened its doors on April 7th this year.

Eleven, a group of architects specialising in audio and video solutions, was founded in 2005, but its roots go back to the late 90s, when the whole concept of "home cinema" started to grow in significance in the Russian market. The showroom is located at the popular ArtPlay Architecture and Design centre.



*Above, two views of the Eleven showroom. Top: DSP3200 and Audio Core 200 system and above, "room within a room" home cinema demonstration area.*

Installation Studio Eleven has won awards for its home theatre installations in particular, and their system integration-based approach is ideally suited to Meridian's philosophy of providing complete systems.

Eleven not only provides the best in the form of Meridian audio and video

systems: they also integrate all the other products and subsystems that need to come together in a modern home, such as video security and alarm systems, lighting and home automation.

A particular feature of the showroom is the inclusion of a "room within a room" home cinema demonstration area (see photo below). Once again, KVB had a hand in the design of the showroom.

Eleven creates business as well as home environments, whether it's a

residential music or cinema system, a conference centre, restaurant or even a beauty salon.

As Eleven co-founder Vakhidov Maxim Mikhailov explains, "We are ready to use our knowledge and experience in many fields to solve our clients' different problems."



*Above and left: Meridian AV showroom in Bolshaya Yakimanka.*

## International

# Stunning surroundings for Meridian in Madrid

**Stars Audio Visual**, Meridian's distributor in Spain, has joined forces with **A-cero**, Spain's leading group of architects headed by Joaquín Torres and Rafael Llamazares, to offer advanced audio visual systems for A-cero's iconic and visually stunning buildings and environments.

A-cero recently opened an impressive new showroom in Madrid showcasing their innovative approach to design. Located at 66 Castelló Street, in the Salamanca quarter of the city, it covers over 700 square metres and incorporates a range of custom entertainment solutions featuring Meridian systems, including a Sooloos installation incorporating Control 15 and DSP3200 loudspeakers (*above, right*), plus a Reference Audio System including DSP7200 loudspeakers and an 808.3 Signature Reference CD Player (*centre right*).

"The showroom is not a demonstration of high quality sound and image; and the purpose is not to sell the best-ever sound or movie experience," says Patrick Kahr of Stars AV. "Instead, the idea is to enable the customer to visualize and experience their entire future home environment – seamlessly displaying modern living, the most advanced interior design concepts and automated audio visual solutions."

The A-cero showroom was inaugurated on 17 March with a grand opening celebration (*below*). Meridian Director of Sales John Buchanan and Patrick Kahr of Stars AV hosted local clients at the event, attended by over 1200 guests of A-cero including many celebrities.



## Retail Focus

# The Meridian Boutique comes to Britain

Meridian's headquarters is located near Cambridge, one of Britain's oldest seats of learning. The other time-honoured centre of academic excellence in the United Kingdom is Oxford, so it was somewhat fitting that Meridian announced the opening of the new boutique in Oxford – the first in the United Kingdom – as part of the latest phase of expansion in our global retail network.

Meridian Oxford was the first bespoke outlet to be unveiled this year. Meridian has since opened its second Russian boutique in Moscow. Additional stores are set to open in Kuwait, Bangalore, New Delhi and Singapore in the near future. Meridian's first concept store opened in Bangkok, Thailand, in 2009.

Meridian Oxford is operated by leading home automation and custom audio-visual specialist Lewis Building Technology, at its Oxford headquarters.

The boutique offers customers a full Meridian experience across dedicated zones housing the company's multi award-winning product lines including compact entertainment systems, DSP Loudspeakers and the Meridian Sooloos Digital Media System. A technical and design consultation area, and a fully-equipped Meridian theatre for one-to-one demonstrations of home cinema systems completes the boutique layout.

Meridian Audio's Chief Marketing Officer, Graeme Taylor explains: "In 2011 we have continued to pursue our long-term retail expansion strategy to capitalise on the persistently strong demand for our class-leading audio and video product range across Asia, the Middle East, and Europe. We are delighted to be partnering with audio experts and Meridian Premium Partner Lewis Building Technology, and look forward to building our brand presence across the UK."

Taylor added, "Demand for our hand-built products, designed and manufactured at our Cambridgeshire headquarters is increasing nationally



with particularly strong demand in the South East of England.

Oxford's geographical location and global reputation offers Meridian a fantastic opportunity to respond to this interest with our own dedicated retail space."

Dr Marios Papadopoulos, the Music Director of the Oxford Philomusica, was one of the distinguished attendees at the opening (see picture, right). "The sound quality that comes from Meridian's loudspeakers is absolutely astounding," he said. It's as close as it gets to standing in front of an orchestra." Well-known British property expert and TV presenter Michael Holmes said, "The designs of Meridian's products are truly

impressive. They have captured the market for serious, high-end multi-room hi-fi systems."



Bob Stuart, Meridian Audio's Chairman and CTO, with Dr Marios Papadopoulos, Music Director, Oxford Philomusica