



Control 15

Launch Date: July 2010
Shipping Date: July 2010



New Product Information

1. Executive Summary

To broaden the appeal and help increase sales of Meridian Sooloos Digital Media Systems it is important to offer a diverse range of solutions, including systems comprising fewer separate components, while maintaining both the rich Sooloos user experience and class leading audio performance synonymous with Meridian. With this in mind, Control 15 combines Sooloos storage and control with Meridian audio rendering, enabling a full Meridian Sooloos system based on the already familiar 17" touch-screen controller.

2. Product Description

Control 15 combines the three essential elements of every Meridian Sooloos Digital Media System – storage, rendering and control – in a single freestanding device that, when paired with Meridian's DSP Loudspeakers, forms a complete digital system capable of delivering class leading audio performance and control.

From its instantly responsive 17-inch touch-screen, Control 15 provides immediate access to your entire Meridian Sooloos music collection, and connected to the internet Control 15 also serves as a simple interface to the vast choice of internet radio stations and streamed music from Rhapsody (where available).

With a 500GB hard drive, Control 15 stores around 1000 CD albums in lossless format; enough to satisfy the majority of music enthusiasts. And to satisfy serious music collectors, one Control 15 can be connected to another Control 15 or to more Meridian Sooloos storage or further Meridian Sooloos source components, ensuring that a system can grow along with your music collection or your home.



3. Product Features with customer benefits

- 3.1. While Control 15 offers all of the powerful features found in any Sooloos system in a single free standing appliance
- 3.2. With its 500GB hard drive, Control 15 has enough built-in storage to hold most family's complete music collections; around 1000 CD albums in lossless format along with MP3 versions that can be exported to a personal music player.
- 3.3. Control 15's high-contrast 17-inch touch-screen interface responds instantly to commands, displaying high-resolution album artwork and making your entire music collection both easier and faster to browse than any other digital media system.
- 3.4. Control 15 includes an integrated audio renderer featuring the full suite of Meridian's audio enhancing DSP technologies and delivering pristine quality, high-resolution S/PDIF and SpeakerLink digital audio into any digital music system.
- 3.5. Using SpeakerLink to connect Control 15 to any of Meridian's DSP Loudspeakers, the single discreet cable allows for simple installation and a variety of methods of system control – from the touch-screen, via a Meridian MSR+ system remote control, or even wirelessly using the Sooloos iPhone/iPad app.
- 3.6. Control 15 can be networked to any other Meridian Sooloos product, including other Control 15 devices, adding extra storage or extra zones to accommodate your growing music collection or to distribute music around your growing home.
- 3.7. Control 15 not only stores and manages your digital music collection: when connected to the internet it also provides easy access to thousands of internet radio stations and streamed music services from Rhapsody (where available).
- 3.8. Control 15 includes an compact disc drive, allowing music to be loaded on to the system direct from CD

4. Pricing

UK Retail £ 4,750.00 (inc. VAT @ 17.5%)

5. Cannibalisation of Current products

Control 15 supersedes and replaces Control 10.



6. Key Messages

- 6.1. Connect Control 15 directly to any of Meridian's DSP Loudspeakers to form a full high-performance digital music system.
- 6.2. Control 15 dramatically reduces the entry price for Meridian Sooloos Digital Media Systems.
- 6.3. Find the music you want as well as music you had forgotten you owned with Meridian Sooloos's advanced Search and Focus features. Then let the system choose music to suit your mood or simply to suit the occasion using the powerful Swim feature.
- 6.4. Control 15 integrates storage, control and rendering functions, making it the perfect source for any hi-fi or music system. Simply connect Control 15 to a standard digital input on your music system and enjoy the full Meridian Sooloos digital media experience.

7. Launch Plan

- 7.1. Control 15 will be launched in July 2010
- 7.2. Control 15 will be introduced to key distribution partners at MAL's annual distributor conference in June 2010.
- 7.3. Control 15 will be introduced to certain MAI retailers during their partner visit to Huntingdon June 2010 and at the opening of the Meridian Digital Theatre in NYC later that month.
- 7.4. Control 15 will be introduced to UK partners at the Premium Partner event in July 2010.
- 7.5. Marketing will work with PR teams in the UK and the USA during July to prepare a coordinated press launch for Control 15.
- 7.6. **All information on Control 15 will be embargoed until 16th July 2010.**



8. Marketing Toolbox

8.1. PR

- 8.1.1. Press release available end of week 28
- 8.1.2. A preliminary image of Control 15 will be available end of week 28
- 8.1.3. Further photography of Control 15 will be available end of week 30

8.2. Advertising

- 8.2.1. The main Sooloos advertising artwork will be updated to reflect Control 15
- 8.2.2. A local version of the above will be available for partners use

8.3. Website and social media

- 8.3.1. The main public website will be updated to coincide with the Control 15 product launch
- 8.3.2. During August and September a barker box will be placed on the front page of the site announcing the Control 15 and linking to the relevant product page
- 8.3.3. Support materials for Control 10 will be moved to the media site coincident with Control 15 launch
- 8.3.4. Meridian's Facebook pages and Twitter will be used to communicate the launch of Control 15

8.4. Direct Mail

- 8.4.1. An e-shot will be prepared to communicate Control 15 to all available email addresses stored on our CRM database. Date TBC

8.5. Brochure

- 8.5.1. Control 15 will be included in the next revisions of both the brand and product brochures, expected September/October 2010
- 8.5.2. The product brochure has already been updated so that it is neither Control 10 or Control 15 specific

8.6. Training

- 8.6.1. A product datasheet will be produced by the end of week 28
- 8.6.2. Training modules "The Meridian Portfolio", "Meridian Systems" and "Advanced Sooloos and Networking" will be updated to include Control 15 by the end of August 2010

8.7. Technical Documentation

- 8.7.1. A product datasheet will be produced by the end of week 28
- 8.7.2. An FAQ document will be compiled based on feedback gained from initial documentation and made available by the end of August 2010