



DSP3300

Versatile Digital Active Loudspeaker

Launch Date: August 2011 (week 35)
Shipping Date: September 2011 (week 38)



New Product Information

1. Executive Summary

Following the successful introduction of DSP3200, the most compact Meridian DSP Loudspeaker to date, DSP3300 uses similar electronics and drive unit technology, all housed in a more conventional cabinet design, to add a new, versatile Digital Active Loudspeaker to the Meridian range that is perfectly suited to use as a centre channel in a range of Meridian Digital Theatre installations.

2. Product Description

DSP3300 is a versatile two-way digital active loudspeaker, designed to deliver outstanding levels of power and clarity – performance that belies its compact form. DSP3300 is the ideal loudspeaker for use in a range of Meridian Digital Theatre installations. Even where space is limited, especially where floor standing models can't be used, DSP3300 delivers best-in-class performance.

Whether used singly as a centre channel loudspeaker, for main left and right channels, or surround channels, this powerful loudspeaker is perfectly suited to the



Meridian Digital Theatre, where it delivers powerful and dynamic sound whether the system is used for movies, music, or a combination of both.

The design of DSP3300 is based around twin 165mm bass drivers to deliver a room-filling sound. DSP3300 also uses the same wide-range drive unit as was selected for the DSP3200, a component that allows the crossover function to be performed outside the speech band and so ensures the clearest, cleanest vocals and dialogue. Both driver types are built around extremely stiff die-cast aluminium chassis and use highly efficient neodymium magnetic motors.

Cabinet construction follows a philosophy that is consistent across Meridian's complete range of loudspeakers. To minimise unwanted cabinet resonances, the DSP3300 enclosure is constructed using carefully selected materials that ensure it is both stiff and well damped. The wide-band driver is even mounted in its own separately sealed enclosure within the main loudspeaker cabinet to further help with the reduction of unwanted interaction between the drive units.

The fully-integrated DSP engine that forms the core of each DSP3300 is used to perform unique crossover functions as well as providing advanced bass protection and loudness controls. DSP3300 also includes high performance digital to analogue conversion which feeds into two powerful linear amplifiers, designed using multiple output devices and offering a very low output impedance to ensure tight control of all three drivers at all times.

This combination of technologies and materials results in a dynamic loudspeaker that is perfect for use in a Meridian Digital Theatre system, where it can be controlled from any of Meridian's SpeakerLink-equipped Surround Controllers.

With SpeakerLink input and output connections plus a simple channel selector switch, the DSP3300 Loudspeaker is incredibly easy to connect and to set up.

DSP3300 is sold singularly, so that it can be easily specified as a centre channel, and is supplied with a moulded rubber mount that provides a simple but effective means of angling the loudspeaker so that it projects its sound towards the listening position while also protecting the loudspeaker, and furniture that it might be placed on, from scratching or scuffing. The same mount can alternatively be used to cradle one of the curved ends of the loudspeaker should a particular installation require vertical orientation. For further flexibility the DSP3300 can also be installed on a König & Meyer 24471 or 24481 wall bracket.

Like the DSP3200, DSP3300 is offered with two high-gloss paint finishes; Traffic White (RAL 9016) and traditional high gloss black.

3. Product Features with customer benefits

- 3.1. DSP3300 uses all of Meridian's DSP Loudspeaker technologies to produce a room filling sound that is far larger and more powerful – in both low frequency and loudness – than is otherwise possible to achieve from a similarly sized passive loudspeaker. This makes DSP3300 ideal for use in Meridian Digital Theatre systems where space is limited but best in class performance is still demanded.



- 3.2. DSP3300's compact cabinet size and careful design result in a loudspeaker that is well suited to a wide range of installation options: be it on or in furniture, or mounted on wall brackets, DSP3300 performs perfectly in both horizontal and vertical positions.
 - 3.3. The use of a wide-range driver allows the frequency of the DSP crossover to be moved outside of the speech band, resulting in an effortless sound that remains clear, open and spacious, even at high listening levels.
 - 3.4. Digital Signal Processing is used to implement a sophisticated loudness control that allows DSP3300 to deliver a bigger sound that remains balanced at low listening levels.
 - 3.5. Dual bass drivers deliver tightly controlled, powerful low frequency performance.
 - 3.6. With Meridian SpeakerLink connectivity DSP3300 can be connected quickly and easily to any of Meridian's Surround Sound Controllers, making installation and configuration as simple as possible.
 - 3.7. Onboard Digital Signal Processing provides dynamic bass protection with very accurate transients ensuring that when the loudspeaker is played at very high levels, even over prolonged periods of time, the performance remains clean and controlled.
 - 3.8. Each DSP3300 is supplied with a moulded rubber mount that can be used to add a slight upwards angle to the loudspeaker and in doing so helps to focus the sounds on the listening position. The same rubber mount can be used to support the loudspeaker if it is positioned vertically.
4. Key Sales Objectives
- 4.1. Support DSP3200 as a centre channel option in compact Meridian Digital Theatre installations.
 - 4.2. Increase sales of compact DSP Loudspeakers, especially in surround systems and in doing so pull through sales of Surround Controllers and HD621.
 - 4.3. Position DSP3300 with DSP3200 and DSW to help highlight complete DSP Loudspeaker system solutions for Meridian Digital Theatre.

5. Pricing

UK Retail	£ 2,250.00 (inc. VAT @ 20%)
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6. Cannibalisation of Current products

DSP3300 replaces the DSP3100HC Loudspeaker.

7. Recommended system configuration

- 7.1. Core set up: DSP3300.
- 7.2. Communication set up: DSP3300, shown horizontally and vertically.
- 7.3. Communication colour: White (RAL 9016 – Traffic White).

8. Target Customer

- 8.1. DSP3300 is primarily targeted at Meridian Digital Theatre system customers as compact centre channel loudspeaker for use in either new or existing installations.
- 8.2. DSP3300 provides a perfect solution for customers who want large speaker performance from a smaller cabinet design.
- 8.3. DSP3300 is ideal for customers who want high performance surround sound systems but who can't accommodate more architectural installed loudspeakers or larger floor standing models.

9. Key Messages

- 9.1. DSP3300 is a powerful digital active loudspeaker, ideal for use in Meridian Digital Theatre applications where it can be used singly as a centre channel; in pairs as main left and right channels or as surround channels.
- 9.2. The combination of powerful DSP and active loudspeaker technologies, plus the use of twin 165mm bass drivers give DSP3300 impressive low frequency performance and sound pressure level.
- 9.3. Intelligent cabinet design coupled with the use of a single, centrally located wide range drive unit ensure DSP3300 functions perfectly as a horizontal centre channel. And thanks to the simple rubber mount supplied with every DSP3300 Loudspeaker can be installed vertically, should a specific installation require it.
- 9.4. DSP3300 replaces the DSP3100HC and significantly raises the performance level of Meridian's most compact DSP Loudspeakers.



10. Launch Plan

- 10.1. DSP3300 Loudspeakers will start shipping in September 2011 (week 38).
- 10.2. A press release will be prepared by AGA and then shared with the other agencies for communication when the product ships in September 2011 (week 38).
- 10.3. DSP3300 will be announced on Meridian's Facebook and Twitter pages when the product ships in September 2011.
- 10.4. Following the introduction of DSP3300 the formal end of life for DSP3100HC will be announced in September 2011.

11. Marketing Toolbox

11.1. PR

- 11.1.1. A press release describing the DSP3300 will be produced with AGA and shared with the other agencies for communication when the product ships in September 2011 (week 38).
- 11.1.2. Studio photography of DSP3300 will be made available to support press release and will also be posted to the Media Centre when the product ships in September 2011 (week 38).

11.2. Website

- 11.2.1. The main website will be updated to include a product page dedicated to DSP3300.
- 11.2.2. Photography and data-sheets will be added to the DSP3300 product page and to the media server when the product ships in September 2011.

11.3. Brochure

- 11.3.1. DSP3300 will be included in the next revision of the Meridian product brochure, planned September 2011.

11.4. Training

- 11.4.1. Sales Quick Product Guide covering the DSP3300 and DSW system should be created by end of September 2011.
- 11.4.2. Training on DSP3300 will be included as part of the standard "Introduction to Meridian" and "Installation and Support" training modules.

11.5. Technical Documentation

- 11.5.1. A datasheet providing technical detail relating to DSP3300 will be made available from the time of launch (week 35).
- 11.5.2. Technical drawings of the DSP3300 will be made available from the time of launch (week 35).
- 11.5.3. Details on the wall brackets recommended for use with the DSP3300 can be found on the König & Meyer website, www.k-m.de/en, and by searching for part numbers 24471 and 24481.