



M80 Compact Entertainment System

Launch Date: August 2010
Shipping Date: August 2010



1. Executive Summary

From the end of July 2010, Meridian's co-branding relationship with Ferrari comes to an end. To date the Meridian F80, along with its partner iPod Dock the i80, continues to be one of Meridian's most successful products ever. The relevance of these two products as a complete compact entertainment system is greater now than it was at the time of launch, and so this opportunity to update its branding to reflect Meridian's new corporate identity and enhance its design with new materials and even higher quality finishes is also the perfect time to put focus back on this important category within the Meridian product catalogue.

2. Product Description

The Meridian M80 is a complete, high-performance compact entertainment system that shares all of the same technical features as its predecessor, the F80. The elegant curved arch of the M80 still houses a refined yet powerful loudspeaker system which is now elegantly finished in a range of carefully selected British hand-stitched leathers – Obsidian Black, Chestnut, and Ivory.

As a complete compact entertainment system, the M80 includes a 2.1 DSP loudspeaker system; CD and DVD player; radio with DAB (market depending), FM and AM bands; an i80 iPod Dock; multiple analogue and digital inputs.



3. Product Features with customer benefits

- 3.1. A complete compact entertainment system M80 includes all of Meridian's core technologies in a package that's stylish enough but also discreet enough to find a home in any living space.
- 3.2. A host of internal sources, including CD, DVD and radio, as well a mix of analogue and digital input connectivity make M80 the perfect way to listen to any of your favourite music sources – such as AirPort Express, personal computers and even a Meridian Sooloos Digital Media System.
- 3.3. The i80 iPod Dock included with every M80 offers the perfect way to listen to and charge your iPod. The special i80 link even allows you to choose the music from your iPod via the M80 front panel or across the room using the M80 remote control.
- 3.4. Housing a Meridian 2.1 DSP Loudspeaker System in its unique, mineral-doped composite body, the M80 can fill a large room with incredibly detailed, powerful sound. Or, thanks to its DSP controls, M80 can be listened to at low levels and at close range with great resolution and natural sound from a desk or tabletop.

4. Pricing

UK Retail	£ 1,500.00 (inc. VAT @ 17.5%)
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5. Cannibalisation of Current products

M80 replaces F80 and will therefore take over these sales in all channels.

Delivering M80 bundled with i80 will cause a significant reduction in lone i80 sales. The i80, however, remains relevant as an accessory for sale with existing F80 products.



6. Key Messages

- 6.1. A compact entertainment system that distills and perfectly highlights all of Meridian's key technologies. M80 delivers incredible audio quality combined with supreme versatility.
- 6.2. Making elegant use of Meridian's advanced DSP technologies, M80 is powerful enough to fill the largest of rooms with incredible, detailed sound, and maintains a full and natural balance of sound even at low listening levels.
- 6.3. The flexibility of multiple internal sources and connectivity for external sources, including the i80 iPod Dock, make M80 the perfect way to listen to all of your audio sources.
- 6.4. British designed and manufactured by hand in Meridian's Cambridgeshire factory.
- 6.5. Finished using the highest quality leathers, sourced in Britain and hand-worked by local experts with over 35 years experience.

7. Launch Plan

- 7.1. M80 will be launched on 1st August 2010, after the co-branding agreement with Ferrari has expired.
- 7.2. M80 was introduced to key distribution partners at MAL's annual distributor conference in June 2010.
- 7.3. M80 was introduced to selected MAI retailers during their partner visit to Huntingdon June 2010.
- 7.4. M80 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 the M80.
- 7.6. **All information on M80 will be embargoed until 1st August 2010.**



8. Marketing Toolbox

8.1. PR

- 8.1.1. Press Release available end of week 28
- 8.1.2. Photograph of one Obsidian Black M80 will be available end of week 28
- 8.1.3. Photograph of all three colours M80 will be available end of week 30

8.2. Advertising

- 8.2.1. Advertising creative to be developed by end of week 36
- 8.2.2. Local version of the above to be available by same date

8.3. Website and Social Media

- 8.3.1. The main public website will be updated to coincide with the M80 product launch including a barker box on the front page of the site, week 32
- 8.3.2. During August and September the front page of the main website will highlight M80 and Meridian compact entertainment systems
- 8.3.3. F80 support materials will be moved to the media site coincident with M80 launch
- 8.3.4. www.thef80.com will be taken offline, week 27
- 8.3.5. Meridian's Facebook page and Twitter will be used to communicate the launch for M80, week 32

8.4. Direct Mail

- 8.4.1. An e-shot will be prepared to communicate M80 as part of the Compact Sound Performance campaign theme running during August and September. This will be sent to all available email addresses stored on our CRM database. September 2010

8.5. Brochure

- 8.5.1. M80 will be included in the next revisions of both the brand and product brochures, expected September/October 2010

8.6. Point of Sale

- 8.6.1. Sets of leather swatches showing the three M80 colours will be produced to a design based around the official leather mark and debossed with the Meridian and M80 branding. Date to be confirmed. Quantities required for retail and distribution partners to be confirmed with Sales and MAI

8.7. Training

- 8.7.1. A product datasheet will be produced by the end of week 28
- 8.7.2. Training modules "The Meridian Portfolio" and "Meridian Systems" will be updated to include the M80 by the end of August

8.8. Technical Documentation

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