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PRESS RELEASE For Immediate Attention

Meridian's International Boutique Concept Expands Further with Opening of Meridian West London



Meridian Audio is delighted to announce the imminent opening of its latest boutique store. Located in the heart of the Chelsea Design Quarter, the **Meridian West London Boutique** features the complete range of Meridian Audio's systems. The Boutique is set across dedicated zones housing the multi award-winning line up including DSP Digital Active Loudspeakers, Meridian Reference Series and Meridian Streaming Systems. A technical and design consultation area and a state-of-the-art home cinema theatre for one-to-one demonstrations complete the Boutique layout.

The team at Meridian West London have many years' experience in designing and installing bespoke automation and audio visual systems for home and business. Their highly trained technicians have specialist skills to showcase the sound quality of Meridian's unique systems and customer installations are undertaken to the highest Meridian standards.

Meridian West London Director Robert Sullivan comments 'Meridian Audio is a world leader in high-quality audio and video reproduction and we are very excited to be opening London's first dedicated boutique. Meridian West London offers an exclusive retail space that will showcase some of the most advanced technology available on the market.' His colleague and fellow Director Ian Grant added, 'Together with our team, we are keen to highlight how Meridian's striking and innovative systems can be incorporated seamlessly to fit any design aspirations. We want to demonstrate how to create the perfect harmony of exquisite sound in beautiful surroundings.'

Meridian West London is the latest in an impressive international group of Meridian Boutiques. Meridian Hyderabad, the third such outlet in India, marked its official opening with an exclusive invitation-only event in September and there are now fashionable high-end designer Meridian retail Boutiques across the world ranging from Bangkok, through Mexico City, Kuwait, Moscow, Fort Lauderdale, Singapore and Delhi. For more information click: [Here](#)

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All information provided is subject to change without notice.

ABOUT MERIDIAN WEST LONDON'S BOUTIQUE SHOWROOM ENVIRONMENT

Bespoke design offers a quietly luxurious experience for customers. The boutique aims to highlight Britain's reputation for prestige and technical luxury – the DNA of Meridian Audio - with innovative design. This has been achieved through the selection of natural materials such as hard woods, leather and fabrics in combination with accents of technology being fine metals, architectural glass and lighting. Customers will be offered a unique retail environment, in a number of dedicated zones within the boutique:

- The Gallery: a dedicated retail area displaying the company's range of systems and history.

- The Concierge Reception: an exclusive area where clients can discuss the finer details of their system and installation.
- The Meridian Experience: a theatre for technical demonstrations of class-leading home cinema products.
- Personal Audio Display: a dedicated area displaying the latest range of personal audio products.

ABOUT MERIDIAN AUDIO

Meridian Audio is based in Cambridgeshire, UK, and was founded in 1977 by psychoacoustics expert, Bob Stuart and design engineer, Allen Boothroyd. With over 35 years' history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognised as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world's first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company's optical disc players, DSP-based loudspeakers, video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver natural sound and smooth, crystal-sharp images with true cinematic realism. In 2008, Meridian established its Automotive division and has since developed in-car entertainment systems featuring their unique Trifield technology for models including the McLaren MP12C supercar, the Range Rover Evoque, and more recently, the luxury Jaguar XJ Ultimate.

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