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Press release

## EXCLUSIVE MERIDIAN THEATRE DEVELOPED FOR LAND ROVER'S STATE OF THE ART CUSTOMER HANDOVER CENTRE



LAND ROVER has opened a brand new purpose-built customer handover centre, located close to the firm's plant in Solihull.

As the first Jaguar Land Rover facility of its kind, the site provides visitors with a high-quality bespoke multimedia experience as part of receiving their new Range Rover direct from the factory. The handover centre evokes the look and feel of a high-quality boutique hotel, featuring the best materials and finishes that incorporate the key elements of the Land Rover brand, aligning perfectly with the design of the all-new Range Rover.

Further cementing the relationship between Meridian and Jaguar Land Rover, the centre features an exclusive Meridian theatre, incorporating the company's flagship loudspeakers for a superior audio experience reflective of the same Meridian audio that features in the all-new Range Rover. Meridian systems are also featured throughout the site, significantly raising the profile of the company to visitors. Many hours were spent fine tuning the acoustics of the theatre, with the latest digital technologies employed to ensure optimum performance. The chosen colour scheme and elegance of each loudspeaker's design perfectly complement the luxury of the centre, aligning with Land Rover's desire for a premium, bespoke facility for their customers.

Meridian's CEO Tim Ireland commented, "The experience centre is a fantastic development by JLR. Meridian is delighted to play a key part in the whole audio-visual customer experience, which demonstrates the depth of our technology partnership. The all-new Range Rover is a significant vehicle for Meridian, incorporating our latest technologies and offering the world's first in-car 3D surround system. The centre offers a personal, money-can't-buy experience, befitting the luxury of the vehicle."

The all-new Range Rover was launched in September to critical acclaim and features the world's first in-car 3D surround system from Meridian – the Meridian Signature Reference System. Building on the tradition of its predecessors, the all-new Range Rover was developed to offer the ultimate in luxury for its occupants, combining the latest premium features and technologies with immaculate craftsmanship and materials, all delivered with the unique Range Rover ambience. The Meridian audio systems feature state-of-the-art amplifiers which incorporate Meridian's latest digital processing technology to ensure perfectly optimised sound quality, whilst Trifield 3D – available in the Meridian Signature Reference System - extends upon the proven concepts of Trifield processing to provide additional signal feeds for height speakers for a truly realistic, personal musical experience. Developed exclusively by Meridian, Trifield 3D creates the most rewarding in-car musical experience.

For more information on Meridian click here:  
<http://www.meridian-audio.com/en/automotive>

**RELEASE ENDS/ No Embargo/**

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All information provided is subject to change without notice. Any prices quoted are recommended retail and include VAT.

**ABOUT MERIDIAN AUDIO**

Meridian is based near Cambridge, UK, and was founded in 1977 by Bob Stuart and 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 both a sweet, natural sound and smooth, crystal-sharp images with true cinematic realism. In late 2008, Meridian acquired leading networked media server developer Sooloos, and today the Meridian Digital Media System offers a unique combination of superb digital audio quality with the world's most innovative, flexible and intuitive touch screen.

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