



“Music is Changing”

Meridian Audio launches MQA - Master Quality Authenticated

London, 4th December 7.30pm GMT – Tonight, Bob Stuart, founder of Meridian Audio, launched MQA (Master Quality Authenticated), a revolutionary British technology, which is poised to change the way people enjoy music all over the world. The launch, hosted in The Shard, was attended by key music industry executives, artists and commentators.

Developed by Meridian, MQA is a breakthrough technology to reverse the trend, in which sound quality has been continually sacrificed for convenience. Vital elements of our music have been thrown away to fit thousands of songs into a pocket or millions in a cloud. With MQA there is no sacrifice; it brings us right back to the enthralling sound of live music. MQA captures and preserves nuances and vital information that current music files obscure or discard, but in a file that is small and convenient to download or stream.

MQA allows listeners to experience every intricate detail the microphone heard, offering music fans the purest ever sound. And it's based firmly in science. For the first time in history, music fans will be able to hear at home what the artist created and approved in the recording studio, and MQA confirms its exact delivery.

Bob Stuart, the pioneer behind MQA technology said: “Music lovers need no longer be shortchanged; finally we can all hear exactly what the musicians recorded. MQA gives a clear, accurate and authentic path from the recording studio all the way to any listening environment – at home, in the car or on the go. And we didn't sacrifice convenience.” Stuart also advised that “the announcement of MQA is really about the future of recorded music. Music is important to us all. When the sound is authentic it is more involving, we understand it better and enjoy it longer. MQA is already receiving broad support from the music industry, artists, recording and mastering engineers and record labels.”

MQA will be available early 2015.

NOTES TO EDITORS

For more Information on MQA, please go to www.musicischanging.com.

#MusicIsChanging

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ABOUT MERIDIAN AUDIO

Meridian Audio, based in Cambridgeshire, UK, was founded in 1977 by two music lovers: psychoacoustics expert Bob Stuart and design engineer Allen Boothroyd. With almost 40 years of innovation and development of consumer home entertainment systems offering exceptional performance, Meridian Audio is recognised as a world leader in high-quality audio and video reproduction. Meridian developed the world's first audiophile CD player, digital surround controller and digital loudspeaker; and the MLP lossless packing system included in Blu-ray Disc. The company's award-winning optical disc players, DSP loudspeakers, video systems, streaming and personal audio products are unique in the industry, maintaining a super-quality digital signal from the studio to the home, using advanced digital signal processing to deliver natural sound and crystal-sharp images.

In 2008 Meridian entered the world of automotive with its partnership with McLaren Automotive. Drawing from its expertise in the home entertainment sector, Meridian developed two stunning stereo and surround systems for the McLaren 12C, 12C Spider and P1. The in-car system for the Range Rover Evoque signalled Meridian's partnership with Land Rover in 2010. The following year Meridian extended its automotive partners to include Jaguar, launching in the XJ Ultimate. In 2012 Meridian introduced its innovative Signature Reference Sound System in the All-New Range Rover. This is the world's first 3D in-car surround, which redefines in-car audio possibilities by applying Meridian's unique technologies such as Trifield 3D, setting new standards in the automotive world.

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