

# NEW TOGG EV LAUNCHES WITH MERIDIAN AUDIO OPTION

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- Six Meridian Digital Sound Processing technologies
- Light, efficient solution to EV audio challenges
- New end-to-end mobility concept

Meridian Audio has been selected as a key technology supplier for the next-generation in-car experience being brought to market by Togg, a Turkish provider of mobility technologies. The new Togg T10X SUV was revealed in 2023 and will come to selected West European markets by the end of 2024.

Togg says that its smart devices (cars) will become ‘smart life platforms’ within an ‘advanced smart mobility ecosystem’ that uses blockchain, AI and advanced payment systems to provide a new generation of end-to-end mobility. At the heart of the vehicle will be a high-tech, in-car experience powered by the latest Snapdragon® Digital Cockpit Platform with full connectivity. The optional Premium Meridian sound system features 12 speakers, a 470-watt amplifier and integrates six Meridian DSP (Digital Signal Processing) technologies.

“The challenge with an EV isn’t the level of the background noise, which is typically low; it’s the complexity of sources and their frequency profiles,” explains Meridian Audio’s director of automotive, Paul Andrews. “High frequencies are more prominent than in a combustion vehicle, which affects how we perceive the position of sounds and makes it more difficult to manage with active noise cancelation.”

To achieve the quality of sound that has made Meridian one of the world’s leading suppliers of high performance audio systems, the company’s engineers collaborated with Togg from an early stage, focussing on the delivery of immersive audio for every seating position. Meridian’s extensive EV experience allowed the British audio experts to integrate their proprietary software technologies to precisely manage the unique acoustic environment across all driving and vehicle conditions.

Meridian typically spends around 15 percent of revenue on research, with a significant proportion focussed on software for optimising and tailoring the audio signal. “This allows us to achieve fully immersive, user-customisable, high-quality sound without the weight, cost and packaging volume required by conventional hardware-focussed systems,” comments Andrews.

A further advantage of Meridian’s technology strategy is that it is hardware independent, allowing the vehicle manufacturer to commission audio components from their chosen supplier. “Our engineers will collaborate with the Tier 1 hardware supplier to specify components to our requirements and from the outset will provide full design support for the audio system from speaker positioning to mounting strategies and material selections,” states Andrews. “Vehicle manufacturers greatly value the design and sourcing flexibility this provides.”

Andrews also points out that because they have no stake in selling components, Meridian is free to fully support system designs that reduce hardware content, saving space, weight and cost. “For EV clients, Meridian’s ability to optimise our systems via software also helps them meet ambitious goals for efficiency and weight reduction that support cost and range targets for their vehicles.”

## Meridian DSP technologies

The following Meridian Audio software technologies are integrated in the Togg T10X:

- Meridian Intelli-Q uses data from the vehicle to optimise the audio signal for vehicle speed, window state and HVAC (Heating, Ventilating & Airconditioning) level. Intelli-Q intervention can be adjusted to off, low and high.
- Meridian Horizon creates immersive, multichannel audio from two channel stereo content.
- Meridian Perfect Balance creates tonally balanced audio at all volume levels.
- Meridian RE-Q creates clear and precise playback tailored to the interior of the cabin.
- Meridian Digital Precision retains the finest details of every source and reduces distortion.
- Meridian True Time removes unwanted pre-echo created in the recording process.

## About Meridian Audio

Meridian is a multi-award winning British audio technology innovator with a rapidly growing automotive business. In home audio, Meridian is best known for the hi-fi and surround sound cinema products chosen for many of the world's most astonishing residences and super yachts. For the demanding in-car environment, the company focusses on pioneering DSP and other software technologies, supported by deep expertise in electronics, hardware integration and system tuning. Many of the world's most ambitious vehicle manufacturers trust Meridian to support their audio system design, adding value to their most premium systems through the addition of the Meridian brand. Meridian is a technology-driven business that invests around 15% of revenue in R&D, ensuring a full pipeline of innovations that deliver exciting upgrade paths for its customers.

## About Togg

Togg is the global USECASE Mobility® brand whose intellectual property rights are owned by Türkiye and will compete on a global scale. Founded on June 25, 2018, Togg continues its operations by joining forces with Anadolu Grubu Holding A.Ş., BMC Otomotiv Sanayi ve Ticaret A.Ş., Turkcell İletişim Hizmetleri A.Ş., Zorlu Holding A.Ş. and the Union of Chambers and Commodity Exchanges of Türkiye. Together with its sub-brands Trugo and Trumore, Togg develops new technologies, services, user experiences and new business models within an ecosystem around smart and connected cars. After the launch of the T10X, the Sedan and C-X Coupé models will enter the production queue. Togg plans to produce five different models and a total of one million vehicles by using a common platform until 2030.

### Press Contact for Meridian Audio's automotive business

To arrange an interview on this or any related topic, call Meridian Audio's automotive PR specialist, who is always happy to talk through ideas. Meridian's advanced technology engineering vehicle is now available for demonstration.

Richard Gotch

[richard@richardgotch.com](mailto:richard@richardgotch.com)

+44 7831 569732

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