

MERIDIAN EXTENDS LONG-TERM AUDIO PARTNERSHIP WITH JLR

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Meridian extends long-term audio partnership with JLR

- Engineering collaboration enabling creativity at pace
- Delivering new immersive, luxury audio experiences
- Supporting innovation in lifestyle and luxury

JLR and Meridian Audio have extended their long-term collaboration agreement to place Meridian developed systems in the next generation of all-electric vehicles and beyond. As a result, Meridian's ultra-high-performance software-focussed audio technologies will be implemented onto JLR's next generation electric vehicle architectures, helping to deliver a contemporary luxury experience.

By focussing the relationship on knowledge sharing and collaboration, JLR's teams have been able to accelerate the development of new luxury features that emphasise the unique positioning of their distinct Range Rover, Defender, Discovery and Jaguar brands.

Meridian is already working with JLR on world-first technology introductions that will deliver a significant step change in user experience. "It's a true collaboration that creates one stronger team from the expertise of both participants, working together from a very early stage to create and deliver innovative, value-adding experiences," explains Meridian Audio's CEO, John Buchanan.

The structured development process begins with technology workshops that embed the foundation knowledge within the JLR design and engineering teams. By understanding the physical and acoustic requirements of the audio system, designers and engineers can be more creative, pushing the limits of their imagination while maintaining production feasibility.

For the next-generation vehicles, Meridian's specialists are involved at an even earlier stage. "We are progressing together towards simulating the audio system, allowing JLR teams to push the envelope of their creativity even further because they will be able to quickly test the impact of their ideas on cost, packaging and system performance," explains Meridian's Buchanan. "The systems themselves will include some truly innovative Meridian technologies to deliver a-next-generation immersive experience."

As a leading British audio innovator, Meridian shares JLR's passion for quality and performance, combined into a unique market positioning. JLR's Director of Digital Product Platform, David Nesbitt, says: "The collaboration between JLR and Meridian Audio continues to open new opportunities for our designers to conceive new ideas and to add value for our clients."

JLR's Callum Hubbard, Technical Specialist – Vehicle Audio Technology, adds: "The collaborative partnership between JLR and Meridian allows us to deliver fantastic sounding audio systems while being sympathetic to the design language of the vehicles. Together we will ensure the listening experience in our vehicles continues to be as engaging and enjoyable as possible."

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.

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.

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