

## IE Residential 5 August 2009

### **Meridian welcomes its loyal fandom**

Wednesday, 15 July 2009



Meridian Audio played host to some of its most ardent followers at its Huntingdon (UK) headquarters last week. The attendees were all part of Meridian 'Hitchhikers', which is a global network of highly enthusiastic Meridian consumers who congregate around their own forum-style website.

The second event of its kind, HH2 incorporated presentations on Meridian's Sooloos media server, DSP7200 digital active loudspeaker and 810 projector (pictured), among other products.

Visitors were also treated to a presentation about getting the most from a Meridian theatre, a Q&A session with co-founder Bob Stuart, and an optional factory tour.

Graeme Taylor, chief marketing officer of Meridian Audio, told *IE Residential*: "We are delighted to be able to show our gratitude to the Meridian Hitchhikers for their unparalleled dedication and enthusiasm for the Meridian brand and its heritage. We like to think that this strengthens ties with our consumers as it demonstrates our willingness to support those who support the Meridian brand around the world. This event gave them a complete in-depth look at Meridian: how we work, why we do things the way we do, what we have planned for the future. The head office and factory were open for a complete tour and visitors were able to meet and talk with all the Meridian team, including the company co-founder Bob Stuart."