



MERIDIAN

Media Source 600

Launch Date: July 2010
Shipping Date: July 2010



New Product Information

1. Executive Summary

To enable a high-performance Meridian Sooloos Digital Media experience across all user applications, we require audio endpoint solutions with flexible output connectivity – both analogue and digital – maximising the potential for integration into all types of music systems. The Media Source 600 is the first such product to be 100 percent designed and manufactured by Meridian. It adds to the existing range of Meridian Sooloos products with a new industrial design that bridges the best elements of both Sooloos and Meridian industrial designs.

2. Product Description

The Media Source 600 is an audio endpoint for a single Meridian Sooloos zone, designed to make it simple to integrate Meridian Sooloos in to any music or media system through a host of high-quality analogue and digital audio connections.

Linked to a Meridian Sooloos network, Media Source 600 employs advanced Digital Signal Processing (DSP) to deliver a full suite of Meridian's audio enhancement technologies, ensuring it always performs as a source of the highest possible sound quality in any type of audio system.

Featuring an entirely new industrial design, Media Source 600 is hand-built in Meridian's Cambridgeshire factory and finished using glass and bead-blasted, naturally anodised silver aluminium. From any of the finished surfaces it is impossible to see a single fixing or screw, creating an elegantly smooth finish.



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3. Product Features with customer benefits

- 3.1. As part of a complete Meridian Sooloos system, Media Source 600 not only provides access to your digital media library, it also connects internet radio services and Rhapsody (where available) to the zone in which it is used.
- 3.2. Offering supreme flexibility in control, Media Source 600 can be managed and controlled from any Control attached to the Sooloos network, including from another room or even wirelessly via the free Sooloos iPhone/iPad app.
- 3.3. With high-quality balanced and unbalanced analogue audio connections configurable as either fixed or variable outputs, Media Source 600 enables simple connection of a Meridian Sooloos Digital Media System to a hi-fi or multi-zone distributed audio system.
- 3.4. Digital output connections, including S/PDIF and Meridian SpeakerLink, mean that Media Source 600 can be connected to digital surround receivers or stand-alone D-A converters, or for the ultimate in performance directly with a pair of Meridian's DSP Loudspeakers.
- 3.5. Media Source 600 uses a full suite of Meridian's acclaimed DSP audio enhancement technologies including ultra-low-jitter clocking and Apodising Upsampling, to render superb audio quality from the music stored on your Meridian Sooloos Digital Media System.
- 3.6. Using DHCP configuration, once connected to a Sooloos network Media Source 600 requires no setup in order to work seamlessly with the other products in your Meridian Sooloos Digital Media System.
- 3.7. Styled and finished to sit comfortably in to any living space the Media Source 600 can be also be quickly converted to fit in to a standard 19" rack system; its four corner pillars each hiding an otherwise invisible mounting point.

4. Pricing

UK Retail £ 1,750.00 (inc. VAT @ 17.5%)

5. Cannibalisation of Current products

Media Source 600 will replace Source One as the single zone renderer for Meridian Sooloos systems. Source One will be discontinued as part of the Media Source 600 launch.



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6. Key Messages

- 6.1. Media Source 600 is a simple yet high-performance way to add the rich user experience of Meridian Sooloos to any existing hi-fi system, bringing with it all of your digital music, internet radio and Rhapsody (where available).
- 6.2. An audio endpoint for a single Meridian Sooloos zone with high-quality analogue and digital output connectivity; connects Meridian Sooloos to any hi-fi, audio or music system.
- 6.3. Simple to use and easy to control, Media Source 600 can be managed from any Control on the Sooloos network including wirelessly from the free Sooloos iPhone/iPad app.
- 6.4. Designed and manufactured by Meridian, Media Source 600 is crafted using authentic, natural materials – aluminium and glass – and is built by hand to ensure the best finish quality.
- 6.5. Whether using a single Media Source 600 for a one-zone system or multiple units to build a multi-zone system, Media Source 600 is configured automatically using DHCP protocol.

7. Launch Plan

- 7.1. Media Source 600 will be launched in July 2010.
- 7.2. Media Source 600 will be introduced to key distribution partners at MAL's annual distributor conference in June 2010.
- 7.3. Media Source 600 will be introduced to UK partners at the Premium Partner event in July 2010.
- 7.4. Marketing will work with PR teams in the UK and the USA during July to prepare a coordinated press launch for the Media Source 600 on 30th July 2010.
- 7.5. **All information on Media Source 600 will be embargoed until 30th July 2010.**



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8. Marketing Toolbox

8.1. PR

- 8.1.1. Press release available end of week 28
- 8.1.2. Product photograph available end of week 28

8.2. Website and Social Media

- 8.2.1. The main public website will be updated to coincide with the Media Source 600 product launch including a barker box on the front page of the site
- 8.2.2. Throughout June and July the front page of the main website will feature Sooloos control, and again in October, November and December digital media will be featured on the front page. At both times Media Source 600 will be featured in a barker box
- 8.2.3. Source One support materials will be moved to the media site coincident with the launch of Media Source 600
- 8.2.4. Meridian's Facebook and Twitter pages will be used to communicate the launch for Media Source 600

8.3. Direct Mail

- 8.3.1. A direct mail letter template and accompanying creative artwork will be created by Marketing and made available to partners to communicate Media Source 600 to their customer databases, expected September 2010

8.4. Brochure

- 8.4.1. Media Source 600 will be included in the next revision of the product brochure, expected September/October 2010

8.5. Training

- 8.5.1. A product datasheet will be produced by the end of week 28
- 8.5.2. Training modules "The Meridian Portfolio" and "Advanced Sooloos and Networking" will be updated to include Media Source 600 by the end of August

8.6. Technical Documentation

- 8.6.1. A product datasheet will be produced by the end of week 28
- 8.6.2. Sooloos FAQ documents will be updated to include Media Source 600 coincident with the product launch
- 8.6.3. An FAQ document specific to the Media Source 600 will be compiled based on feedback gained from initial documentation and made available by the end of August
- 8.6.4. Technical Drawings of the Media Source 600 will be made available on the media site coincident with the product launch