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MERIDIAN AND JAGUAR PRESENT THE FUTURE OF 3-D IN-CAR SURROUND SOUND AT AUTO GUANGZHOU 2013 IN CHINA

Press release



Meridian, Britain's ultra-premium audio experts have designed specifically for China, a bespoke sonic architecture for the new luxurious five-seater Jaguar C-X17C. Based on the all-new sonic architecture, revealed in the acclaimed Jaguar sports crossover concept C-X17, the new C-X17C features an innovative placement solution for the Meridian 'Back to Back' subwoofers.

Like the sporty C-X17, which debuted at the 2013 Frankfurt Motor Show in September, the Meridian 3-D surround sound system in the C-X17C, revealed at Guangzhou Motor Show 2013, is a statement of what the future of 3-D in-car surround sound should be.

Based on Meridian's integral sound/design principles of uncompromised performance, the 28 loudspeaker system presents innovative loudspeaker locations within the cabin. The integration of loudspeakers into the A & B pillars delivers a better and more authentic sound by raising the sonic image at human ear level, increasing the believability of the experience. Meridian's subwoofer "Back to Back" technology has been specifically re-designed on a vertical axis to provide consistent and accurate low frequency reproduction. This design allows more physical space for rear passengers and takes advantage of all dimensions of the acoustic space within the cabin. Height

speakers have been set in the top of the head restraints to deliver the correct perception of image height, enabling each passenger to enjoy a personal and even more authentic musical experience.

The all-new sonic architecture allows Meridian's DSP technology to further exploit its full capabilities of delivering authentic, evocative and believable sound for everyone. A jewel of sound specifically created for the Jaguar C-X17C.

Graham Landick, Meridian Automotive Programme Manager.

"The Meridian audio system for the C-X17C is an audio statement. Inspired by the design and performance of Meridian home systems and technologies, this system represents what the future of in-car 3-D surround should be."

Bob Stuart, Meridian Co-founder and Chief Technical Officer.

"It is very satisfying to see two great British brands blend together their design languages and technologies to produce something unique."

Meridian continues to work with Jaguar and Land Rover to tailor and refine their technological innovations for the automotive environment. As a result of their passion to deliver pure and captivating sound, the unique 3-D in-car surround sound system for the Jaguar C-X17C has set new standards in the automotive environment for a fully immersive in-car audio experience.

Meridian's continuing innovation is evident in all of the company's products, including the recently launched **Meridian Prime Headphone Amplifier** which includes unique Analogue Spatial Processing (ASP) technology to deliver more immersive, authentic sound to any headphone listening.

Key Points for Editors

- Meridian and Jaguar redefined the future of 3-D surround sound for the new Jaguar C-X17C.
- Meridian all-new sonic architecture, incorporating Meridian's home sound/design principle of un-compromised performance delivers a more authentic and consistent surround sound for every passenger.
- Loudspeakers integrated in the A&B pillars to raise the sound image at human ear level height to increase the believability of the experience.
- 4 Height speakers positioned in the head restraints to deliver the full dimensions of the music.
- Meridian Trifield 3-D technology delivers authentic, personal and consistent 3-D surround sound to everyone in the cabin.

- Meridian's subwoofer "Back to Back" technology has been specifically re-designed for the C-X17C on a vertical axis to provide consistent and accurate low frequency reproduction. This design allows more physical space for rear passengers and takes advantage of all dimensions of the acoustic space within the cabin.
- 28 loudspeakers placed strategically around the cabin.

For more information on Meridian visit: <https://www.meridian-audio.com>

For Hi-res image download click [Here](#)

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All information provided is subject to change without notice.

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ABOUT MERIDIAN AUDIO

Meridian Audio is based in Cambridgeshire, UK, and was founded in 1977 by psychoacoustics expert, Bob Stuart and design engineer, Allen Boothroyd. With over 35 years' history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognised as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world's first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company's optical disc players, DSP-based loudspeakers, video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver natural sound and smooth, crystal-sharp images with true cinematic realism. In 2008, Meridian established its Automotive division and has since developed in-car entertainment systems featuring their unique Trifield technology for models including the McLaren MP12C supercar, the Range Rover Evoque, and more recently, the luxury Jaguar XJ Ultimate.

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