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MERIDIAN DELIVERS SUPERB AUDIO REPRODUCTION IN NEW JAGUAR F-TYPE COUPE



Press release

British Audio experts, Meridian have designed two superb high performance audio systems for the new F-type Coupe - the most dynamically capable Jaguar ever, which made its global debut on the 19th November 2013, the eve of the Los Angeles Auto Show,

Meridian developed a high end, luxurious quality sound system for the F-Type convertible and now apply their same sound/design principles of uncompromised performance to the F-TYPE Coupe. Now with a fixed aluminium roof, this utterly distinctive sports car will be equipped with a choice of two Meridian's high performance systems, which produces incredible rich sound delivering an authentic and consistent music experience within the cabin.

The Meridian Sound System 380 watt delivers engaging, natural stereo sound through 10 speakers, whilst the Meridian Surround Sound System 770 watt renders authentic, immersive musical performances through 12 speakers, optimally positioned throughout the cabin. A significant element of the system is Trifield technology, a DSP algorithm specifically created for musical reproduction to deliver a consistent, concert-like experience to both occupants, expanding the sense of space and music realism within the cabin.

Meridian's Co-Founder, Chairman and Chief Technical Officer, Bob Stuart says:
"With over 35 years' experience in innovation and development in audio entertainment, Meridian's DSP and Trifield technologies deliver a level of unmatched

performance, which truly complements the uniquely connected and alive driving experience of the F-type Coupe.”

Meridian’s exclusive Trifield algorithm blends the centre channel seamlessly with front left and right channels. The rear loudspeakers are also sent the front channel signals to ensure both occupants experience the same performance. This results in perfect reproduction in sound where the music experience is now unique, personal and incredibly realistic in each seat.

Meridian’s CEO Tim Ireland comments: “It is very satisfying to see two great British brands blend together their design languages and technologies to produce something unique.”

The XJ Ultimate, launched in Beijing in 2012, was the first Jaguar to be fitted with an innovative Meridian Surround Sound System offering unrivalled music reproduction in a luxury designed saloon. Following its success, Jaguar and Meridian have worked together to launch the XJ, XF, XF Sportbrake, F-TYPE and now, the latest arrival - the F-Type coupe.

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

- New F-type Coupe revealed on the 19th of November 2013, eve of Los Angeles auto show.
- Meridian developed a high end, luxurious quality sound system for the F-type coupe.
- The Meridian Sound System 380 Watt delivers natural stereo sound through 10 speakers and,
- The Meridian Surround Sound System 770 Watt which through 12 speakers, positioned throughout the cabin renders authentic, immersive and enveloping musical performances
- Meridian Trifield technology delivers authentic and consistent surround sound to everyone in the cabin.

RELEASE ENDS/ No Embargo/25th November 2013

All information provided is subject to change without notice.

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<https://www.meridian-audio.com/en/automotive/manufacturers/1/>

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ABOUT MERIDIAN AUDIO

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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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