



Head Office
Meridian Audio Limited
Latham Road, Huntingdon
Cambridgeshire PE29 6YE
United Kingdom
T +44(0)1480 445678
www.meridian-audio.com

USA Head Office
Meridian America, Inc.
110 Greene Street
Suite 204
New York, NY 10012
United States
T +1 (646) 205 9276

Meridian Celebrates Theater Grand Opening

July 6, 2010—New York, NY— Meridian recently hosted a grand-opening celebration for the new Demonstration Theater in the New York City headquarters. The crowd of 75— including members of the press, dealers, and friends of Meridian— enjoyed music and movies throughout the evening’s festivities.

“We have long had the vision for a private Meridian theater in a major metropolitan area; after the acquisition of Sooloos, it became clear that the space in Soho was the perfect spot not only for the US headquarters, but also for a dedicated Meridian Digital Theater,” said Meridian America CEO Peter Wellikoff. “What once served as the service department for Sooloos, has been transformed into a beautiful theater housing Meridian’s finest gear.”

“Many of our dealers,” Wellikoff continued, “don’t have the capability to display a full Meridian Digital Theater—or often, the luxury customers they serve simply will not come into a retail location. The theater will serve as an open venue for client demonstrations, trainings and other events in our reaching out the design and architecture communities. The goal for this venue is to provide a Meridian showcase for potential new clients and customers by showing real-world applications of luxury home theater.”

The theater includes the Meridian DSP8000 and DSP7200 Digital Active Loudspeakers, DSP7200 Horizontal Center Channel, 861 Reference Digital Surround Controller, 808.3 Signature Reference CD Player, MF10 Digital Projector and the Meridian Sooloos Digital Media System.

The 4,000 square-foot space which serves as the US hub for Meridian’s marketing and sales efforts, will be expanded later this year. Meridian also plans to open a similar demo facility on the West Coast.

Meridian Contact:
Katie Spicher
Katie.spicher@meridian-america.com
Phone: (404) 344-7111

Meridian Press Contact:
Sue Toscano
Sue@nicollpr.com
Phone: (781) 762-9300

About Meridian Audio Limited

Meridian is based near Cambridge, UK, and was founded in 1977 by Bob Stuart and Allen Boothroyd. With over 30 years’ history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognized as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD

Press release

player, the world's first consumer digital surround controller, and developed 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 both a sweet, natural sound and smooth, crystal-sharp images with true cinematic realism. With the acquisition of Sooloos, Meridian now brings its expertise to the Sooloos Media System, the world's most innovative, functional and easy-to-use networked home entertainment system. Meridian Sooloos systems effortlessly combine spectacular quality, rich metadata and the industry's leading user interface to change forever the way we enjoy and interact with music.