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Meridian America Growth Spurs Two Key Appointments

Meridian Audio Ltd., the British manufacturer whose high-end audio and video home entertainment systems and components are respected and admired worldwide, has announced two new appointments to foster its burgeoning growth in the U.S. market. **Walter Schofield** joins Meridian in the new post of **President, Meridian America**, effective June 1; while Jeff Dean has been appointed to head up operations in Meridian's new office in Los Angeles, California, effective immediately.

"Meridian America has been growing well in recent years," says Meridian Chairman and cofounder Bob Stuart. "It's an exciting time for our company, and a time of great opportunity. We need to expand the scope of our operations, and feel very fortunate to have Walter and Jeff join us."

Industry veteran Walter Schofield is well known in high-end AV circles from his positions in the Harman Specialty Group as VP of Sales and Marketing of its flagship Levinson brand.

Meridian's CEO, Tim Ireland, adds, "Walter's knowledge of the American high-end market and his lifetime of experience with the advanced technology and business concepts are substantial assets. We're fully confident that he will bring important advantages to Meridian as we continue to expand and diversify in the USA."

Schofield will be based at Meridian America's headquarters in Atlanta, Georgia, where he will direct a quickly expanding company that has recently added keystone products such as the utterly unique Meridian/Ferrari F80 Music System to its core of high-end-benchmark A/V designs. Walter joins a highly respected, world-class team of sales and technical professionals led by Meridian America's COO, Norm Steinke. "With Norm at the helm, our U.S. sales operation has produced very impressive work over the last five years, as evidenced by Meridian's fantastic growth there," continues Ireland.

In the second key announcement, Meridian has appointed Jeff Dean to run the operations of its new Hollywood office. An experienced entertainment-industry consultant, Dean has also served as President of Silverline Records, and as VP of Sales and Marketing of A&M Records. He will interface Meridian's products and brand with key industry executives and players – pursuing marketing opportunities in film, TV, and print media, furthering the use of Meridian solutions in industry environments such as screening rooms and editing suites as well as evangelising Meridian's unique technologies among content providers.

"We're thrilled to have Jeff Dean with us in L.A.," says Bob Stuart. "It was a pleasure for me to work with Jeff in his prior roles; he understands our products, technologies and the LA scene. He will be highly effective in furthering awareness of Meridian's unmatched video and audio performance, and in bringing the involving Meridian experience to circles where they can be uniquely appreciated."

Meridian's headquarters are near Cambridge, UK, and was founded in 1977 by Allen Boothroyd and Bob Stuart. With a 30-year history of innovation and development of the highest quality consumer audio systems, the award-winning company is widely recognized as a world leader in digital and analogue audio reproduction. Meridian developed the world's first audiophile CD player, the world's first consumer digital surround controller, developed the MLP lossless packing systems mandated for use in DVD-Audio, HD-DVD and Blu-Ray Disc, and is the only UK audio hardware manufacturer to be a member of the DVD Forum. The company's optical disc players, DSP-based loudspeakers and Digital Theatre systems are unique in the industry, maintaining a super-quality digital audio signal throughout the path from the source to the amplifier, and using digital signal processing to generate advanced crossover characteristics that would be impossible with conventional passive analogue systems. Meridian is also the exclusive manufacturer and distributor of Faroudja High-Definition video processors and projectors.

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