

# MERIDIAN PARTNERS WITH HUMAN HORIZONS

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## MERIDIAN AUDIO PARTNERS WITH HUMAN HORIZONS FOR A PREMIUM IN-CAR LISTENING EXPERIENCE

Dedicated to the recreation of the most authentic and high-performance sound possible, Meridian has collaborated with Human Horizons, a premium smart all-electric vehicle brand, to deliver a professional and immersive in-car audio experience for its HiPhi vehicle range.

“HiPhi’s ambitions in vehicle engineering and design makes this a very exciting partnership for us,” commented John Buchanan, CEO of Meridian. “Our customers already enjoy high performance audio in their home, and with this new collaboration they will be able to embrace the same experience in their HiPhi vehicle.”

The strategic partnership sees Meridian supporting the HiPhi vehicle system design with a suite of proprietary technologies, which combine to deliver a state-of-the-art listening experience. Loudspeakers are strategically positioned and seamlessly integrated into the automotive interior, allowing each passenger to enjoy an audio experience of unparalleled quality, no matter where they are in the vehicle.

Utilising a specifically engineered 600-watt amplifier, Meridian Re-Q and Meridian Digital Precision technologies combine to deliver rich and detailed sound quality at all times. No fewer than 12 independent channels are deployed in conjunction with Meridian’s Horizon technology for complete immersion and superb balance throughout the vehicle’s interior. Meridian’s Perfect Balance technology ensure the best audio performance at any listening volume and enables the high-performance subwoofer to handle the low-end frequencies, while the mid-range drivers and tweeters ensure that every instrument and every artist can be appreciated in full. Optimal audio experience will always be delivered with Meridian’s Intelli-Q technology which provides data-driven equalisation that optimises audio playback within the cabin.

Human Horizons’ first all-electric product under the HiPhi brand – HiPhi X, is a new-generation of vehicle based on the Human Oriented Architecture, which is capable of continuous deep learning and software improvements. With Human Horizon’s automotive expertise and Meridian’s unrivalled sound quality, HiPhi X is the ultimate pursuit of technology and luxury for the future which will bring unprecedented experiential elements to users.

“Incorporating Meridian’s breakthrough technology – which you have to hear to believe – into our vehicles exemplifies our innovative spirit and will categorically set us apart from others in the industry,” said Ding Lei, CEO and founder at Human Horizons and HiPhi. “We are revolutionising future automotive interior design by radically pushing boundaries.”

The HiPhi is set for production by the end of this year and will go on sale in China in 2021. The HiPhi X vehicle will be launched globally at the Beijing Auto Show.

For more information, visit: [www.meridian-audio.com](http://www.meridian-audio.com)

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#### **ABOUT MERIDIAN AUDIO**

Since 1977, Meridian Audio has been crafting innovative, elegant, high performance audio solutions. From its flagship DSP loudspeakers with integrated amplification, to its discreet and powerful range of in-wall loudspeakers, Meridian delivers easy to install, high resolution audio systems for home cinemas and whole home solutions. The Meridian Audio experience is available in the latest models from Jaguar Land Rover, thanks to a collaborative partnership between these two leaders of British innovation and engineering. Meridian's renowned audio quality has also extended to new markets including consumer electronics through a Partnership with LG (LGE), and marine and airline, ultimately transforming the way people experience sound, wherever they are.

Learn more at [www.meridian-audio.com](http://www.meridian-audio.com)