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Adventures with Sound - RIVIAN selects Meridian Audio for electric SUVs and Trucks

British audio pioneer, Meridian Audio, is delighted to announce that it has been chosen by Rivian, the adventurous new electric vehicle maker and technology company, to provide the branded audio system for its electric vehicle platform. This exciting, long-term relationship sees the two companies working together to challenge convention and redefine the in-car audio experience for Rivian's ground-breaking range of fully electric adventure vehicles.

Meridian has been collaborating with Rivian for more than 12 months and has been focussed on designing, engineering, and tuning high performance audio experiences that will embody Rivian's ambitions to rethink mobility and shape the way people live, work, and play for the better.

"We were thrilled to have won the opportunity to work with such an exciting new company and to have been selected to engineer the in-car audio experiences for Rivian's electric vehicles," comments John Buchanan, CEO of Meridian Audio. "Meridian is demonstrating itself to be the premium audio brand and technology partner of choice for automotive brands seeking market leading sound solutions. Rivian's goal to redefine expectations in the automotive industry through the human-centric and nature-conscious application of innovation and technology makes Meridian the perfect partner for them. We are delighted that the renowned Meridian sound experience now extends to the Rivian R1T and R1S electric vehicles, and we are excited about the future with Rivian."

Sound design was considered very early on in the development of these all-new, American-made vehicles, meaning Meridian has been able to develop a close, collaborative relationship with Rivian, ensuring the audio system is able to play a key role in enhancing the entertainment experience for every occupant within the vehicle.

"Meridian has designed an audio system that provides both the driver and the passengers with a truly immersive listening experience," adds John, this was achieved with a number of Meridian's proprietary technologies that have been tailored exclusively for these electric vehicles. All powered by Meridian's expertise in DSP (Digital Signal Processing), the combination of each technology has

been designed to retain absolute precision of the audio signal, resulting in a sound that is natural, three-dimensional, and remarkably easy to listen to.

The innovative technologies that Meridian has tailored for the automotive market and that feature within the Rivian R1T and R1S models include:

- **MERIDIAN DIGITAL PRECISION**

Meridian Digital Precision technology ensures that all the finest details and emotions of the performance are delivered, regardless of the format used.

- **MERIDIAN RE-Q**

Meridian RE-Q is a Cabin Correction technology that removes unwanted cabin resonances, preserving the natural rhythm and timing of the performance. Bass becomes smooth, deep and balanced.

- **MERIDIAN HORIZON**

Meridian Horizon is an upmixing technology providing immersive multichannel audio from two channel stereo content, configured for any loudspeaker layout. Providing a truly enveloping and immersive listening experience.

- **MERIDIAN INTELLI-Q**

Meridian Intelli-Q is Data-Driven Equalisation that optimises audio playback within the cabin based on data available from the vehicle such as speed, window state, occupancy and audio source. This ensures all occupants in the vehicle enjoy optimal audio experience at all times.

For more information, visit www.meridian-audio.com

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ABOUT MERIDIAN AUDIO

Meridian Audio, the British audio pioneer, has been creating innovative audio technologies and elegant, high performance audio products since 1977. From our flagship DSP loudspeakers with integrated amplification, to our discreet and powerful range of in-wall loudspeakers, we deliver easy to install, high resolution audio systems for home cinemas and whole home solutions. The renowned Meridian experience is now available in a variety of environments thanks to our collaborative partnerships with leading global brands including Jaguar Land Rover, Human Horizons, LG Electronics and British Airways, transforming the way people experience sound wherever they may be. Learn more at www.meridian-audio.com.

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