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MERIDIAN AUDIO & LG ELECTRONICS ANNOUNCE 'AUDIO TUNED WITH MERIDIAN'

Meridian Audio is delighted to announce that its innovative partnership with LG Electronics (LG) has seen them take a significant step forward in their quest to offer true, authentic sound to more people across the globe. For the first time, Meridian's high resolution audio technology will now be available in the new LG V40 ThinQ, it's next flagship smartphone.

Known as 'Audio tuned with Meridian,' this collaboration is set to deliver an unrivalled listening experience, bringing together LG's reputation for producing award-winning, innovative consumer electronics, and Meridian's deep understanding of psychoacoustics and audio processing technology in a compact, mobile device.

John Buchanan, Chief Executive Officer at Meridian Audio commented, "We are both thrilled and excited to continue to develop our innovative partnership with LG, in what is a first for Meridian. Despite being a challenging environment to work within due to its compact size, we have been able to use our expertise and pioneering technologies to create a cutting-edge device in collaboration with LG. This is a major step forward that will deliver high-quality, natural sound to anyone, anywhere."

Since its inception over forty years ago, Meridian has continuously driven the audio industry forward, adding power, integration and premium performance through its audio solutions for home cinemas and whole home applications. As the company behind the world's first digital active loudspeaker and industry's first audiophile-quality compact disc player, Meridian has played a fundamental role in the development and implementation of revolutionary audio technologies such

as Master Quality Authenticated (MQA) and also served as the exclusive audio brand for high performance carmakers, such as Jaguar Land Rover.

LG shares Meridian's philosophy of bringing natural and authentic audio to customer and has always prioritised high fidelity audio in its smartphones. The LG V40 ^{ThinQ} is no exception, being the first LG phone to carry the 'Audio tuned with Meridian' label. The 32-bit Hi-Fi Quad DAC produces a balanced sound signature that comes extremely close to the quality of an original recording. In essence, this brings the voice of the caller closer to the recipient.

To date, Meridian technology is currently used in several LG XBOOM products. With on-board Meridian technology, the Boombox Speaker, originally introduced on the LG G7 ThinQ, doubles the bass of conventional smartphone speakers by utilising the internal space of the device as a resonance chamber. When placed on a solid surface or hollow box, the LG V40 ThinQ acts like a woofer to amplify the bass even more.

To learn more about Meridian's range of audio solutions and partnerships, visit www.meridian-audio.com/LG-partnership.

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ABOUT MERIDIAN AUDIO

Since 1977, Meridian Audio has been crafting innovative, elegant, high performance audio solutions. From its compact DSP loudspeakers with integrated amplification, to its user-friendly music management platform, Sooloos, Meridian delivers easy to install, high resolution audio systems for home cinemas and whole home solutions. The Meridian Audio experience is now 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 extended to new markets including consumer electronics, in partnership with LG Electronics (LGE), marine and airline, ultimately transforming the way people experience sound, wherever they are. Learn more at www.meridian-audio.com.

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