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MERIDIAN UNVEILS NEW DEALER SCHOOL TRAINING INITIATIVE

Meridian Audio, pioneer of Hi-Res Audio, is delighted to announce the launch of its new “Dealer School”. ‘Dealer School’ is the company’s new and expanded training programme designed to give installers the full range of skills and knowledge they need to integrate AV technology within the home and deliver a premium experience for their clients.

The Dealer School programme features new dedicated training on four key areas, as well as two existing courses:

- Meridian Basic Setup **(NEW)**
- Meridian Advanced Setup **(NEW)**
- Home Cinema Essentials **(NEW)**
- Meridian Sooloos **(NEW)**
- Two Channel Master Class – CEDIA Certified
- Multi-Channel Master Class – CEDIA Certified

In the year of its 40th anniversary, the launch of Meridian’s Dealer School is further evidence of the company’s commitment to the professional home technology sector. All courses are free for dealers to attend and each take place over one day. These new sessions complement Meridian’s popular CEDIA Certified Two Channel and Multi-Channel Master Classes which are also available as part of the programme.

“Attending ‘Dealer School’ will help fast-track learning for integrators in new, important areas,” says Hugo Fitzjohn, Technical Education and Sales Support Manager at Meridian. “This represents a significant expansion in the support that we offer to those dealers who are as committed as we are to providing a premium audio visual experience.”

Meridian Basic Setup focuses on introducing dealers to the basics of Meridian's technology and giving them a thorough grounding in everything they need to know about the Meridian product range. Through a combination of classroom teaching and practical hands on experience, dealers will be able to assemble and configure basic Meridian systems with confidence and expertise.

Meridian will also offer a similar session covering more advanced content, the **Meridian Advanced Setup**, for those already familiar with the brand. It will include guidance on the design and installation of surround sound systems, configuring multi-channel systems and managing firmware upgrades to Meridian technology.

Home Cinema Essentials will cover the fundamental principles of designing a high quality home cinema, including working with screens, projectors, acoustic treatment solutions and audio solutions. Meridian can also provide tailored training to dealers who want to cover a certain aspect of home theatre design in more detail in a personalised session.

On the **Meridian Sooloos** course, dealers can learn about Meridian's award-winning music management platform and how it can be implemented and integrated within projects to provide hi-res audio content around the home.

Meridian will also continue to offer its training sessions at leading industry events, as well as its two existing CEDIA Certified classes, Two Channel and Multi-Channel Master Classes, providing the fundamental skills needed to assemble high quality audio systems. At CEDIA San Diego, Hugo will be presenting "Hi Res in the Home Theater", showing integrators how to achieve phenomenal sound and provide the very best audio experience in the home cinema. In addition to the new Dealer School, Meridian will continue to provide innovative, competitive solutions to support high quality home theatres and distributed audio systems, launching a range of new products to deliver peerless Hi-Res Audio.

To find out more about Meridian's training courses please visit <https://www.meridian-audio.com/training> or contact training@meridian.co.uk.

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Meridian Audio Contacts:

For further information, please contact: Rayner Sheridan at rayner.sheridan@meridian.co.uk or Katy Bradshaw at katy.bradshaw@meridian.co.uk

PR Contacts for Custom Installation:

Please contact: Fergus Lynch or Jeff Hayward at Wildwood Public Relations fergus.lynch@wildwoodpr.com or Jeff.hayward@wildwoodpr.com

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. Meridian Audio are also official distributors of Display Technologies, Barco Residential and Cinema Acoustic Treatment System Products. Together we are able to offer the ultimate home cinema experience. 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. Learn more at www.meridian-audio.com.

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