



MERIDIAN AUDIO REACHES NEW HEIGHTS WITH BRITISH AIRWAYS

March 2019

We are delighted to announce an exciting new partnership with British Airways, that will enable customers to enjoy a First Class in-flight audio experience with sound engineered by us.

British Airways is set to deliver significant changes to the onboard product and service in its First cabin as part of its £6.5bn investment for customers. Part of this investment sees the airline improve the in-flight entertainment offering by providing customers with the opportunity to relax and enjoy the 1,000 hours of programmes available through high performance headphones crafted by us.

Carolina Martinoli, British Airways' Director of Brand and Customer Experience, said: "As part of our £6.5bn investment for customers, we're changing parts of the travel experience in our First cabin. Our teams of designers, chefs and customer service experts have carefully thought through the details we know matter most to our customers.

"In this, our centenary year, we've sought out some of the best British designers and manufacturers to work with to ensure travelling in First with British Airways is an unforgettable experience."

John Buchanan, CEO of Meridian, said: "We are thrilled to be partnering with British Airways and to have the opportunity to enhance the entertainment experience for passengers traveling in First. The aircraft cabin is an acoustically demanding environment and we have relished the engineering challenge of delivering headphones that will, for the first time, enable passengers to sit back and truly lose themselves in their in-flight movies and music.

As the British pioneers of High Resolution audio, we are renowned for our in-house capabilities and proven ability to craft innovative, high performance audio solutions in almost any listening environment.”

Buchanan further explained, “These new headphones have been designed to significantly reduce resonance, reflection, and distortion, allowing the user to enjoy a combination of exceptional noise cancellation, excellent sound quality, and ultimate comfort — resulting in a fully immersive in-flight sound experience.”

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