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MERIDIAN PUSHES BOUNDARIES WITH NEW LG SMART PHONE LISTENING EXPERIENCE

With more and more consumers using smartphones as their primary devices for watching movies, playing games and listening to music, the demand for mobile phones capable of delivering high-quality audio is greater than ever. As the pioneer of High Resolution audio, we are taking our partnership with LG Electronics (LG) a step further by integrating our unmatched audio quality into LG's latest 2019 smart phone models, the new LG G8 and V50 ThinQ.

As part of the 'Audio tuned with Meridian' collaboration, LG and us recognise the importance of high-quality smartphone audio in creating the ultimate user experience, which continues with these new smartphone models. Combining our award-winning sound quality and innovative approach to audio with LG's reputation for producing innovative consumer products, the LG G8 and V50 ThinQ smartphones are designed to deliver an even better listening experience for more people across the world.

By applying our in-depth understanding of psychoacoustics and world leading in-house expertise of Digital Signal Processing (DSP), we have developed new sound features for LG's 2019 smart phone models that enhance the authenticity of the overall sound and optimise their playback capabilities.

The new LG G8 ThinQ smartphone boasts exceptional fidelity and fine-tuned audio quality. A stereo musical image is delivered from balanced drive units working in harmony to produce a realistic sound stage, positioning vocals from a central image. Improvements to bass timing and alignment ensure maximum, undistorted audio performance and the overall spatial balance is improved to create a crisp, clear sound reproduction. The smartphone's precise and detailed tuning removes any unwanted distortion, resulting in realistic vocals for a natural and engaging sound experience that feels more like the original recording.

“This is the next exciting phase of our ‘Audio Tuned with Meridian’ partnership with LG, following our collaboration on the innovative LG V40 ThinQ smartphone last year” comments John Buchanan, Meridian’s Chief Executive Officer. “Meridian delivers experiences that go beyond the ordinary and working together with LG to develop these new smartphone models for 2019 allows us to expand our offering and make the Meridian experience more accessible for people to enjoy, no matter where they are.”

The LG G8 ThinQ smartphone features Crystal Sound OLED (CSO), an innovative technology that utilises the phone’s OLED display as an audio amplifier. CSO also improves clarity, making voices easier to discern and subtle musical notes more noticeable.

The LG G8 ThinQ also comes complete with DTS:X 3D Surround Sound that emulates a 7.1-channel system with or without earphones, Hi-Fi Quad DAC that elevates the listening experience by reproducing sound with exceptional fidelity and the added ability to up-sample most audio files for increased clarity and depth, Master Quality Authenticated (MQA) that supports high-quality audio streaming even without an unlimited data plan, and a Boombox Speaker that takes advantage of the internal space of the phone as a resonance chamber to generate powerful bass and more volume.

The new LG V50 ThinQ 5G smartphone is leading the revolution in 5G Connectivity, with significantly faster speeds, powerful performance, and a range of innovative new product features. LG’s first 5G handset boasts a 6.4-inch QHD+ OLED FullVision Display with 19.5:9 aspect ratio for a heightened sense of immersion, complemented by the built-in Meridian audio tuning, to allow the user to be fully immersed in their favourite movies whilst on the move.