

MERIDIAN FOR MASTERCRAFT: A NEW STANDARD IN ON-WATER AUDIO

PRESS RELEASE

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Meridian Audio and MasterCraft unveil MasterCraft SoundStage powered by Meridian - a bespoke sound experience crafted for life on the water.

Meridian Audio, the British pioneer of high-performance technology and sound, today announces its entry into the recreational marine sector with MasterCraft, the world's leading towboat manufacturer.

Together they have created **MasterCraft SoundStage powered by Meridian** – a bespoke audio experience that sets a new standard for sound on the water, debuting across the full 2026 MasterCraft line-up, from the ProStar to the flagship XStar. This is a collaboration from the ground up, where every element - from acoustic architecture and psychoacoustic tuning to grille design and speaker placement - has been engineered by Meridian specifically for MasterCraft.

Meridian for MasterCraft is a new evolution of Meridian Experiences, extending our expertise from automotive icons such as Range Rover, Defender and Jaguar, to pioneering mobility brands including Kia, Togg and AVATR, and into the skies with partners like British Airways and United Airlines. Each collaboration reflects Meridian's FUTURE.SOUND. vision - harnessing psychoacoustic research and engineering innovation to create sound that feels natural, immersive and crafted with precision and luxury, whatever the environment.

Technology and Design

Marine environments present some of the most demanding conditions for audio: open air, engine noise, wind and water reflections all compete against clarity. To overcome these challenges, Meridian and MasterCraft developed **MasterCraft SoundStage powered by Meridian** as a ground-up system engineered specifically for life on the water.

Every element has been designed with precision and purpose:

- **Tailored across every model** - from the ProStar, purpose-built for waterski performance, through the versatile NXT and XT families, to the flagship XStar with its 28-speaker system, each model, system and configuration have been tuned and optimised by Meridian engineers.
- **Zonal audio architecture** - up to seven individually tuned zones ensure balance for captain, crew and rider, projecting perfect sound where desired.
- **Immersive psychoacoustic tuning** - Meridian engineers applied years of research into how people perceive sound, creating systems that feel natural and emotionally engaging rather than simply loud.

- **Experiential development** - Meridian engineers worked on the water alongside MasterCraft, testing in real wakeboarding and wakesurfing conditions to ensure tuning decisions were grounded in authentic use.
- **Acoustically optimised grille design** - bespoke grilles were created not only to complement MasterCraft interiors but also to enhance acoustic performance, incorporating subtle design cues inspired by water movement and both brands' identities.
- **Flexible upgrade paths** - owners can tailor their boat to the way they use it, from adding extra subwoofers for deeper low-end impact, to custom tower pods for wakeboarding projection, or the MAAX aft audio system that extends the immersive experience to the rider. Every option has been engineered with intent, so customers can create a system that matches their performance and lifestyle.

The result is audio that combines **deep bass, clear projection and refined balance** - a system that feels powerful yet effortless, engineered to transform every ride into an unforgettable experience.

Quote – Katy Berry, Global Marketing Director, Meridian Audio:

"Meridian for MasterCraft is about taking our nearly 50 years of acoustic research and applying it to an entirely new environment. We don't just optimise the sound, we make it human, natural and immersive, even in the most demanding conditions. Our engineers spent time on the water, experiencing the boats as owners do, to ensure these systems deliver clarity and emotion whether you're at the helm, in the cockpit or riding the wake. This collaboration reflects what Meridian stands for: precision engineering, bespoke design and creating experiences that truly elevate every moment."

Quote – Krista Schipner, Vice President of Marketing, MasterCraft:

"At MasterCraft, every innovation is about amplifying the moments our owners live for. Partnering with Meridian allowed us to redefine marine audio with a system that creates an atmosphere. MasterCraft SoundStage powered by Meridian delivers depth, clarity, and emotion that make every seat, and even every wave, feel like center stage."

-ENDS-

About Meridian Audio

Meridian, the award-winning British audio technology pioneer and innovator, has been creating innovative audio technologies and elegant, high-performance audio products since 1977. Meridian's ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and its renowned sound philosophy can be applied in all listening environments.

From Meridian's flagship DSP loudspeakers with integrated amplification to its discreet and powerful in-wall loudspeakers, the company delivers easy-to-install, high-resolution audio systems with intentional design for home cinemas and whole-home solutions. Meridian's product range also includes the Ellipse, its latest all-in-one streaming speaker, offering the same uncompromising quality in a compact form. Continuing to push the boundaries of home audio, its products are chosen for many of the world's most astonishing luxury residences and superyachts worldwide.

Many of the world's most ambitious brands choose Meridian to engineer their sound solutions enabling millions of consumers around the world to experience Meridian's signature sound. Customers include AVATR, British Airways, United Airlines, LG Electronics, Range Rover, Defender, Discovery, Jaguar and Kia. These partnerships enable millions of consumers around the world to experience Meridian's high performance,

signature sound in residential, automotive, marine and airline settings.
Learn more at www.meridian-audio.com.

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