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MERIDIAN AUDIO LAUNCHES 'MY COLLECTION' SOCIAL NETWORKING CAMPAIGN

Meridian Audio, Britain's leading specialist manufacturer of high-end audio and video entertainment systems, has launched the '*My Collection*' campaign on social networking website, Facebook. The portal has been designed to encourage users to share their passion for music and re-acquaint owners with their albums, a large proportion of which is often neglected according to the latest research conducted in conjunction with YouGov.

During the three-month long user-driven initiative, members of Facebook are invited to upload an image of their CDs to the '*My Collection*' group page and share information on the quantity of music which they own, how it is organised, and artists which they have recently re-discovered. Visitors to the site are equally able to provide their own reaction to any of the photos already featured and identify their favourites, spanning from the most dis-organised to the obsessively-ordered.

Furthermore, for web surfers to stay abreast of the latest additions to the social networking page and most notable contributions to date, the Cambridgeshire-based luxury audio equipment maker is supporting the campaign with regular updates on their Meridian Sooloos Facebook fan page, and Twitter site (@meridianaudio).

Commenting on the launch of '*My Collection*', Graeme Taylor, Global Head of Marketing, Meridian Audio, explains: "With so many leisure activities competing for the little free time which people have and the vast choice of music that is readily available, their attention can easily become diverted away from their existing collection. The social networking campaign gives Meridian Audio the unique opportunity to engage with over 300 million people worldwide and encourage users to re-discover the enjoyment of listening to music which they already own."

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Press release

To leave a comment or upload a photo of your music collection, register or login to Facebook using your existing details, and enter **Meridian Audio 'My Collection'** in the search facility to access the group.

Ends.



About Meridian Audio Limited

Meridian is based near Cambridge, UK, and was founded in 1977 by Bob Stuart and Allen Boothroyd. With over 30 years' history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognised as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world's first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company's optical disc players, DSP-based loudspeakers, video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver both a sweet, natural sound and smooth, crystal-sharp images with true cinematic realism. In late 2008, Meridian acquired leading networked media server developer Sooloos, and today the Meridian Sooloos Digital Media System offers a unique combination of superb digital audio quality with the world's most innovative, flexible and intuitive touch-screen-based home entertainment system.