

PRESS RELEASE

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What is the F80?

Questions & Answers

What is the F80?

The F80 is a complete transportable home entertainment system designed by Meridian Audio Ltd. in collaboration with Ferrari.

It is an FM/AM and DAB radio, CD player, DVD player and 80 watt, 2.1 digital loudspeaker system, all in one single, elegant unit.

Who is Meridian?

For 30 years Meridian Audio has designed and manufactured the world's most desirable home entertainment systems. A rare British manufacturing success story, the company was founded in 1977 by Robert Stuart and Allen Boothroyd and the Meridian brand has, until now, been one of the best kept secrets in the world of consumer audio. The company is based in Huntingdon, England, and produces a wide range of high-performance audio and video products for the domestic market. Meridian products are currently distributed in over 30 countries worldwide and the company has won numerous awards and accolades for product design and performance, including three British Design Awards.

If you care about music and you value quality, you'll know Meridian.

Who is Ferrari?

Yes, very funny.

Why the brand partnership?

Ferrari and Meridian have had an unofficial relationship for a number of years. However, this relationship became more formal in 2005 when the two companies decided to collaborate on a range of co-branded audio products. At the heart of this decision to co-brand was the fact that both companies share the same core values: performance, innovation and bold product design.

What did each company bring to the F80 product?

Meridian's expertise in the fields of acoustic and electrical engineering is without parallel.

Ferrari has, through the design and manufacture of its GT and Formula One racing cars, become a world leader in materials and composites technology.

In developing the F80 product, Meridian faced a number of unique challenges that called on all of these disciplines. The size of the product required the electronics to be carefully designed and densely packed into the base, and the high-quality loudspeakers needed a similarly hi-tech enclosure design to ensure that audio performance would not be compromised. Ferrari's input here was invaluable and the main 'cabinet' of the product is made from a unique alloy-injected composite plastic that is very light but also extremely rigid and dense, to minimise vibration.

The F80 is currently available in five official Ferrari colours, with limited edition models set to follow later in the year.

Who is the F80 for?

Anyone who appreciates performance, innovation and stylish design!

The F80 is an extremely versatile performer, at home wherever you plug it in. It's the ideal bedside alarm clock, kitchen radio, computer speaker system, lounge hi-fi, iPod speaker dock and home cinema package.

From the bedroom to the boardroom, the kitchen to the conservatory, It's neat, complete and everything you need.

For further product information visit www.thef80.com or contact:

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