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For press enquiries, please contact Dominic Dawes:

E: dominic@andygilesassociates.co.uk

T: +44 7769 904 782



Above: Meters Music – the new consumer audio brand created by Ashdown Engineering, maker of amplifiers for some of the biggest bands on Earth including U2, Foo Fighters and more

Introducing Meters Music: from the makers of world-renowned musical instrument amplifiers

New range of high-quality lifestyle audio devices feature the legendary music company's robust, elegant design, and sound designed by the team who make amps for the world's greatest bands

London, December 2016 – This month sees the launch of a stunning new audio brand with an impeccable musical and sonic pedigree: Meters Music is the creation of Ashdown Engineering, world-renowned makers of musical instrument amplifiers for many of the world's biggest music stars.

The likes of U2, Foo Fighters, Biffy Clyro, System of a Down and many other huge artists are hooked on using Ashdown amplifiers on stage and in the studio. There can be nobody more suited to the task of delivering music to consumers' ears than a company whose meticulously-crafted sounds have played a central role in some of the world's most legendary albums.

Meters Music is set to begin rolling out its ambitious raft of home audio devices, including a stylish range of wired and wireless noise-cancelling headphones, desktop audio systems and a hybrid amplifier/wireless speaker that is perfect for musicians and enthusiasts to play along with their chosen music.

Working equally well at home, on the move or in the studio, the Meters Music audio range has been designed and sonically tuned in consultation with the artists who've worked closely with the company over many years, including some of the world's top session musicians – and the world's biggest rock stars.

System of a Down bassist, Shavo Odadjian, says, 'Ashdown has been a huge part of my sound for over a decade; now I can take them with me everywhere.'

All Meters Music products feature the company's patented VU meters, lending a stylish touch of studio cool to their robust and elegant looks. The VU Meters react in real-time to the sound level of the music being played, just like a studio mixing desk.

Introducing the new audio range, Meters Music Managing Director Mark Gooday, said, 'After nearly three years of design and patents, we are over the moon with the sound of these products. Our artists are asking daily when they can get their hands on them, and the iconic VU meter has been a huge hit with them all. Watch this space for pictures of the Ashdown family using Meters Music products with pride.'

NOTES FOR EDITORS: METERS MUSIC

- New range of consumer audio products designed for serious music lovers
- Developed in collaboration with the world-famous artists who use Ashdown amps
- Products designed and tuned by the team who create the amplifiers used live and in the studio by U2, Foo Fighters, Biffy Clyro, System of a Down, Bastille and many more
- Products feature Ashdown Engineering's patented VU Meters, responding in real time to the level of the music

RELEASE ENDS/ NO EMBARGO

For more on Meters Music, please click here:

<http://www.metersmusic.com/>

For more on Ashdown Engineering, please click here:

<http://ashdownmusic.com/>

ABOUT METERS MUSIC:

METERS
MUSIC

Meters Music is a new lifestyle audio brand, created by the sound experts at Ashdown Engineering, makers of bass guitar amplifiers for legions of the world's biggest bands and artists. With the likes of U2, The Foo Fighters, Biffy Clyro and many other huge artists hooked on using Ashdown bass amps, who better to deliver the music to your ears than a company whose products are featured on the records themselves, an actual part of the tunes you love? Meters headphones feature the Ashdown Engineering patented VU meters, lending a stylish touch of studio cool to their robust and elegant design. And with a sound developed by the team behind some of the world's greatest bass tones, Meters Music are the headphones designed for the music lover's lifestyle.

<http://www.metersmusic.com/>

For more information and high-res images please contact Dominic Dawes

T: +44 (0) 7769 904 782 E: dominic@andygilesassociates.co.uk
