

## **PRESS RELEASE**

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# **Altec Lansing Adopts Waves MaxxAudio Sound Enhancement Technology**

— Pro audio algorithms bring new depth to portable speaker systems —

Tel-Aviv, Israel September 8, 2009, Waves has announced that its MaxxAudio sound enhancement algorithms are now being implemented by Altec Lansing in their new inMotion® Classic iMT620 , portable stereo for iPhone and iPod. The latest Altec Lansing product to use Waves technology to improve audio performance, the inMotion Classic iMT620 is a portable, lightweight, and compact speaker system for iPhone and iPod that offers a rich feature set and delivers amazing sound quality and clarity at any volume. These capabilities are certainly enhanced by the iMT620's onboard Waves MX5010 semiconductor, which hosts the MaxxAudio algorithms.

Waves is the industry leader in professional audio digital signal processing technologies, heard on hit records, major motion pictures, and popular video games the world over. The MX5010 semiconductor employs these same recording studio algorithms, dramatically enabling the inMotion Classic iMT620 to deliver its outstanding sonic performance. Pre-programmed with Waves MaxxAudio processors, the MX5010 hosts the following award-winning technologies:

- **MaxxBass** for improved perceived bass response
- **MaxxTreble** for increased high frequency fidelity
- **MaxxVolume** for dynamic conditioning and level maximization
- **MaxxStereo** for expanded stereo imaging of headphones and speakers
- **MaxxEQ** for balanced frequency response

“We are very pleased to bring to market the new inMotion Classic iMT620 portable stereo with all the audio performance enhancements that the MaxxAudio technology offers. From deeper bass to crisper highs, the MaxxAudio suite has enabled us to design a highly compelling portable audio solution for iPhone and iPod users who want to take their music with them anywhere they go” stated Ed Benforado, Product Category Director of Altec Lansing, a division of Plantronics.

“Waves is proud of our longstanding, ongoing collaborations with Altec Lansing. We are honored that they continue to embrace our solutions for better audio performance, ” stated Tomer Elbaz, General Manager, Waves Semiconductor and Licensing Division.

### **About Waves**

Waves is the world’s leading developer of digital signal processing tools. Through every stage of the creative audio process, Waves is there, from recording to mixing to mastering to broadcast and beyond. Over the past two decades, Waves has pioneered an entirely new kind of audio tool. Among Waves official endorsers are such luminaries as Kanye West, Beatles producer Sir George Martin, and Linkin Park.

Waves’ impact on the way music is made, mixed, and mastered has been immeasurable. Major technological contributions include precision EQ, level maximization, analog console models in-the-box, advanced noise reduction, state-of-the-art guitar amp modeling , and more. These technologies do not merely emulate their hardware predecessors; they allow a level of exactitude and control never before possible. They offer sound engineers the ability to sculpt their sonic creations with unsurpassed possibilities.

Today, Waves touches virtually every aspect of audio: Recording, Live, Broadcast, Surround, Post, Gaming, Consumer Electronics, and more. As Sir George Martin has put it, “Waves is synonymous with excellence.”

## **About Altec Lansing**

For more than 70 years Altec Lansing has been viewed among audiophiles as the world's most valuable and innovative audio brand and boasts a unique history of innovation that includes the introduction of first talkie film speakers, the first iPod docking station and the first "Works with iPhone" speaker system. Altec Lansing makes a wide range of audio systems for the home and office; a line of headphones for personal listening; and the popular line of inMotion® speaker systems for portable digital players. Altec Lansing, a division of Plantronics, Inc. (NYSE: PLT), is headquartered in Milford, PA.

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