



WAVES

PRESS RELEASE

**VIA and Waves Audio Announce Cooperation
to Bring High-End Audio Technologies to VIA Customers**

Tel Aviv, Israel - February 1, 2010– Waves Audio Ltd. announced today that its latest MaxxAudio3 algorithms are now available for VIA Vinyl HD Codec platforms. Manufacturers can now implement the power of MaxxAudio to enhance sound in a wide variety of applications including television 5.1 audio systems, mp3 docking stations, self-powered multimedia speakers, home theatres, car audio systems, and more.

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. Waves IP employs the same algorithms used in Waves pro audio processors, resulting in powerful development tools for manufacturers and outstanding sonic performance for consumers.

MaxxAudio 3 is the next generation of embedded software featuring new and improved bass management for small speakers, patented dialog detection and enhancement technologies, and a state-of-the-art Leveler for comprehensive perceived loudness control.

Key features include:

- MaxxBass for improved perceived bass response
- MaxxTreble for increased high frequency fidelity
- MaxxStereo for expanded stereo imaging of headphones and speakers
- MaxxDialog for clear and crisp dialog
- MaxxVolume for dynamic conditioning and level maximization
- MaxxLeveler for steady volume

VIA Vinyl HD Audio codecs fulfill the audio requirements of a new generation of PCs that are taking on increasingly complex communication and entertainment roles. As the PC platform becomes the central device for home entertainment, VIA Vinyl HD Audio codecs provide home theater-quality performance, with support for the latest high definition audio content.

“Waves is proud to form a cooperation with VIA Technologies” says Tomer Elbaz, General Manager of Waves Semiconductor and Licensing Division, “Working

together, the Waves and VIA teams have had great success in bringing the Waves tradition of sound engineering excellence to VIA users. Bringing studio-quality audio processors to the VIA platform will result in better sounding products, enhancing end-user satisfaction.”

“Integrating MaxxAudio3 into our VIA Vinyl HD Audio Codecs gives us significant advantages across the wide range of consumer electronic devices supported by our technology,” said Richard Brown, VP of Marketing, VIA Technologies, Inc.

“MaxxAudio3 helps us to provide end-users with a louder, clearer, and fuller audio experience.”

About Waves Ltd

Waves is a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets. Waves has over 15 years of expertise in the development of psycho-acoustic signal processing algorithms that leverage knowledge on the human perception of hearing to radically improve perceived sound quality. Waves' award-winning processors are utilized to improve sound quality in the creation of hit records, major motion pictures, and popular video games worldwide. Waves offers computer software solutions as well as hardware plus software solutions for the professional and broadcast markets. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications. Waves' Maxx technologies dramatically enhance audio performance and are used by industry leaders such as Sony, Sanyo, JVC, Toshiba, and many others. For more information, visit the Waves web site at <http://www.waves.com>

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About VIA Technologies, Inc.

VIA Technologies, Inc is the foremost fabless supplier of power efficient x86 processor platforms that are driving system innovation in the PC, client, ultra mobile and embedded markets. Combining energy-saving processors with digital media chipsets and advanced connectivity, multimedia and networking silicon enables a broad spectrum of computing and communication platforms, including its widely acclaimed ultra compact mainboards. Headquartered in Taipei, Taiwan, VIA's global network links the high tech centers of the US, Europe and Asia, and its customer base includes the world's top OEMs and system integrators. www.via.com.tw