



PRESS RELEASE

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Waves MaxxAudio Delivers Next Generation Tools for PC Manufacturers

TAIPEI, Taiwan, June 2nd, 2009. Today at the 2009 Computex Show, Waves Audio announced the debut of its new MaxxAudio 3 and MaxxAudio LE for PC manufacturers. The third version of MaxxAudio introduces new features which will deliver a vastly improved audio experience to the end user. With the increasing demand for high quality audio in the PC market, more industry leaders recognize Waves Audio as the preferred choice for sound enhancement. Waves MaxxAudio is unique in that it brings personal computers the same state-of-the-art audio processing solutions used by audio professionals in the recording studio.

MaxxAudio 3 next generation processors feature new and improved bass management for small speakers, patented center detection and dialog enhancements, new loudness control, and powerful new EQ tools. "Since introducing the first MaxxAudio in 2007, we have been working closely with leading PC manufacturers to develop the next generation of tools. MaxxAudio 3 is the result of this ongoing cooperation," says Mr. Tomer Elbaz, Semiconductor and Licensing Division General Manager.

First evaluation versions of MaxxAudio 3 will be shipping in July 2009. MaxxAudio processors support Windows, Linux, and Android operating systems.

MaxxAudio LE is designed to accommodate the emerging market for small, portable and low powered devices. "We see more and more devices on the market that use ATOM- and ARM-based processors. MaxxAudio LE was created to provide these platforms with low-CPU-consumption audio enhancement, without compromising sound processing quality. This breakthrough will establish a new standard in sound treatment for small devices," said David

more...

Davidov, Waves Semiconductor and Licensing Division Product Manager.

MaxxAudio LE also features very flexible controls, including an easy, intuitive user interface that accommodates a wide range of screen sizes. The first MaxxAudio LE evaluation versions will be shipping in July 2009, and support Windows, Linux and Android operating systems.

About MaxxAudio

MaxxAudio is a suite of audio processors that brings professional sound to consumer electronics. It substantially improves the sound of small loudspeakers and delivers comprehensive sound enhancement to a wide range of products. MaxxAudio allows manufacturers to market their product as having “Enhanced Audio Capabilities” with no increased hardware costs.

About Waves

Waves is the world's leading developer and provider of audio signal processing tools, with award-winning software and hardware for the professional and consumer electronics audio markets. Waves has more than fifteen years of expertise in the development of psycho-acoustic signal processing algorithms which leverage knowledge of the human perception of hearing to radically improve perceived sound quality.

Waves processors are used to improve sound quality in the creation of the hit records, major motion pictures and popular video games the world over. Waves professional hardware products are used to improve live sound quality in venues ranging from Lincoln Center to Cirque du Soleil to television's *American Idol*.

Waves consumer IC and software licensing solutions cover a wide range of audio processing tools available for license.

Waves IP and Hardware is adopted by leading companies in the consumer electronics market, including Toshiba, Sony, Lenovo, Sanyo, JVC, Microsoft, Delphi, Clarion and Altec Lansing.

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