

O C T O B E R 1 0 , 2 0 0 3



***More Bass. Less Space™
MaxxBass® Vehicle
Roams Manhattan
Demonstrating Smaller
Subwoofers with Bigger
Sound***

Waves patented MaxxBass technology will dramatically shrink the size of subwoofer products in 2004

AUDIO ENGINEERING SOCIETY CONFERENCE *

WAVES LTD., a leading provider of audio signal processing solutions, announced today that it is demonstrating how MaxxBass® can dramatically improve the performance of both automotive and home theater subwoofers by shrinking the size of products while simultaneously improving bass performance. This demonstration includes a roaming "MaxxBass Mobile" and an incredibly small Home MiniWoofers™ product that will be shown in the Waves booth (#1142) at the AES Convention at the Jacob Javitz Center from October 10-13.

The Waves "MaxxBass Mobile" is a customized Ford Expedition which will provide demonstrations and

comparisons of MaxxBass to traditional subwoofer designs. These demonstrations clearly show that MaxxBass can be used to reduce the size of subwoofer enclosures by 50 -75% and still deliver deeper, bigger bass than a traditional subwoofer.

The Waves Home MiniWoofers is an incredibly small subwoofer product which delivers home theater subwoofer performance from an active speaker the size of a 7-inch cube. "People in Manhattan often don't have much space in their apartments, so imagine if they could add a subwoofer system to every TV and stereo in their home at a fraction of the size of existing subwoofers," said Gilad Keren, President and CEO of Waves. "That's what the MaxxBass enabled MiniWoofers makes possible. Products utilizing this technology will be on store shelves by next year, but we're demonstrating it now for those who want an early preview."

The MaxxBass technology is poised to revolutionize the consumer electronics market by enabling a huge range of new innovative products. The MiniWoofers can be designed in a variety of forms, ranging from a small subwoofer that fits under a car seat to a 3-inch thick flat panel subwoofer that can hang on a wall under a

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plasma or LCD TV.

MaxxBass is rapidly being adopted by top consumer electronic firms, but Waves is now expanding consumer awareness by launching a new website and toll free telephone information line. Consumers interested in the benefits and products available with MaxxBass can visit www.maxxbass.com or call 866-MaxxBass.

About Waves Ltd.

Waves is the world's leading provider of audio signal processing tools for professionals. It's processors are used to improve sound quality in the creation of practically all the world's most popular music, movie soundtrack and multimedia titles. Waves offers both award -winning embedded software for digital audio workstations and hardware products to the world's most successful and demanding audio professionals. www.waves.com

With more than a decade of leadership in the development of psycho -acoustic signal processor algorithms, Waves now offers a variety of solutions under the Maxx® brand to manufacturers of consumer electronics to dramatically improve performance or reduce system costs. These solutions include custom semiconductor devices and licensing Waves proprietary algorithms to DSP and computer platforms. Its Maxx solutions are rapidly being adopted by firms such as Directed, Samsung, Sanyo, Sony, Samsung and many other top consumer electronic firms. www.maxx.com

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