



**PRESS RELEASE**

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## Fujitsu Adopts Waves MaxxAudio Sound Enhancements

— Pro audio algorithms bring new depth to all-in-one desktop computer sound —

Tel-Aviv, Israel June 10, 2009 – Today, Waves has announced that its MaxxAudio sound enhancement algorithms are now being implemented by Fujitsu in 3 new models. The FMV Deskpower LX and F all-in-one desktop computers, and the FMV Biblo NW laptop are the first in Fujitsu's extensive product line to integrate MaxxAudio, enabling state-of-the-art sonic performance.

Waves is the world leader in digital sound processing technology, heard on hit records, major motion pictures, and popular video games everywhere. MaxxAudio from Waves employs these same professional algorithms for use in a wide variety of CE applications including TVs, docking stations, mobile phones, headphones, speakers, and more.

MaxxAudio consists of:

- 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

In addition to Fujitsu, MaxxAudio can be found in CE products by Sony, Sanyo, Toshiba, Lenovo, Altec Lansing, Microsoft, and more.

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“Fujitsu believes that MaxxAudio technology enhances our AV features, adding considerable value to our products. We know that users will truly enjoy our new FMV series computers with MaxxAudio,” stated a representative of Fujitsu’s Personal Marketing Division.

“Yet another consumer giant has joined the ranks of companies relying on Waves for cutting edge audio technology,” stated Tomer Elbaz, General Manager, Waves Semiconductor and OEM Licensing Division. “We are honored that Fujitsu has chosen to embrace our solutions for better audio performance.”

### **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 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 Fujitsu**

In the IT sector, Fujitsu leverages its base of cutting-edge, high-performance technologies to offer total solutions encompassing high-quality products, electronic devices, and a host of related services. In addition, Fujitsu also strives to always take a customer-centric approach in all their business activities and become our customers' valued and trusted partners.

In Ubiquitous Product Solutions, by making everyday computing devices such as personal computers, mobile devices, and hard disk drives more sophisticated and easier to use, Fujitsu is helping to achieve a ubiquitous society where the benefits of IT networks can be enjoyed by anyone, anywhere, anytime.

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