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Waves Delivers MaxxBass® Audio Driver Extension for SigmaTel C-Major™ PC Codecs

Patented bass extension technology will help PCs compete with consumer electronics

INTEL DEVELOPER FORUM, SAN FRANCISCO, February 17, 2004 — WAVES LTD., a leading provider of audio signal processing software, announced today that its MaxxBass® technology is available in an audio driver for SigmaTel's C-Major™ audio codecs. SigmaTel's codecs are widely used by major PC vendors worldwide, and the Waves' MaxxBass driver can be integrated easily in the SigmaTel audio driver for OEMs. Waves MaxxBass algorithm can extend the perceived bass frequency response of a loudspeaker by up to 1.5 octaves. By providing deeper, richer bass, MaxxBass can help new media-centric PC products compete with traditional consumer electronics. Waves and SigmaTel will jointly demonstrate the MaxxBass audio driver from February 17-19 in booth 702 at the Intel Developer Forum in San Francisco.

"SigmaTel C-Major audio delivers value through innovative benefits such as the market's highest PC audio performance (>100dB) and patent-pending Universal Jacks™ technology, as well as exceptional customer support through the SigmaTel Rapid Development Initiative (RDI)," says Alan Hansford, vice president and general manager of the Integrated Components group at SigmaTel. "Waves' MaxxBass is yet another valuable addition to the features we can offer our customers. What's appealing about the MaxxBass technology is that it allows Pentium™ cycles to be utilized to improve the audio performance of PCs with integrated speakers systems. This may be particularly useful as PCs push to compete with traditional consumer electronic audio systems."

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“Bass frequency response is the clearest indication of audio system quality for most consumers,” said Gilad Keren, president and CEO of Waves. “Current media-centric PCs struggle to deliver bass response comparable to their consumer electronic counterparts, and the MaxxBass driver extension is a simple solution to meet this need.”

Waves patented MaxxBass technology has been a standard in the production of the world’s best selling music, movie soundtracks and video games for several years. However, the technology is even more powerful when embedded into consumer electronics since it can be tuned to the specific limitations of the loudspeaker system. Waves is now selling ASICs and licensing to OEMs directly for use of this technology in consumer and automotive electronics. MaxxBass has already been adopted by Altec Lansing, Audio Products International, Samsung, Sanyo, Sony, and many other OEMs. Several of these award winning products were demonstrated recently by Waves at the Consumer Electronics Show last month in Las Vegas.

Not a Bass Boost Technology

MaxxBass is **not** a bass boost technology, but instead uses a Waves patented psychoacoustic algorithm to allow you to hear bass far below the physical limitation of the speakers by taking advantage of the latest research in how sound is perceived. MaxxBass allows you to hear frequencies up to 1.5 octaves below what is generated. This enables subwoofers to generate much lower frequencies, allowing them to dramatically shrink in size.

About Waves Ltd:

Waves is the world’s leading provider of audio signal processing tools for professionals. Its 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 various hardware products tools to the world’s most successful and demanding audio professionals. www.waves.com

With more than a decade of leadership in the development of psychoacoustic 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.

For more information on the benefits and products available using MaxxBass technology, visit www.maxxbass.com or call the toll-free number 866-MaxxBass.

Maxx and MaxxBass are trademarks of Waves Ltd.

Other product and trade names mentioned herein are the trademarks of their respective owners.

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Waves and SigmaTel are demonstrating the MaxxBass driver solution at 702 at the Intel Developers Forum in San Francisco, CA.

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