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JVC Introduces Televisions with MaxxBass®

*Waves' patented psychoacoustic bass extension technology
delivers deeper, richer bass for JVC's LCD TV customers*

Tokyo, Japan and Tel-Aviv, Israel, April 11, 2006 — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that JVC has introduced several LCD TV models with Waves patented MaxxBass® psychoacoustic bass extension technology. In separate announcements, JVC has introduced several European and Japanese LCD TV products with MaxxBass processing, as well as their HD-ILA rear projection models for the North American market.

“Waves MaxxBass technology allows our new LCD television models to deliver rich and natural bass frequency response without the large size of traditional high quality speaker systems,” said Koichi Kotajima, Manager Product Planning, JVC Television Group. “LCD TV customers are recognizing that improved audio quality is important to the overall television viewing and listening experience. These new JVC models establish new audio quality standards in LCD TV products combined with a slim attractive design.”

“JVC is a company with a rich heritage in high quality audio systems, and their TV group benefits by looking at audio quality as well as video quality in their products,” said Paul Bundschuh, Vice President of Sales & Marketing, Waves Semiconductor & OEM Licensing Division. “Waves is pleased to assist JVC in raising the audio standard in LCD TV products with our patented MaxxBass psychoacoustic bass technology.”

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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. By enabling small full range speakers to be embedded in a wide range of consumer products, Waves is opening up a whole new realm of possible applications, including portable loudspeakers, car audio, LCD TVs, computers and home theater systems.

About Waves Audio 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 of 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 product tools to the world's most successful and demanding audio professionals. For more information, visit 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. Its Maxx solutions are rapidly being adopted by firms such as Altec Lansing, Audio Products International, JVC, Samsung, Sanyo, Sony, and many other top consumer electronic firms. For more information on the benefits and products available, visit www.maxxbass.com.

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