



Waves Samples MaxxBass ASIC to Consumer Electronics OEMs

Award-Winning Algorithm Dramatically Extends Bass Perception In Consumer Electronic Products

**AUSTIN, TEXAS
MAY 21, 2001**

Waves, a leading supplier of audio signal processing solutions for audio professionals and Maxx[®] solutions for consumer electronics, today announced that it has begun sampling customers on its first semiconductor solution, the MX3000AS MaxxBass[®] ASIC. The MX3000AS, based on Waves patented MaxxBass algorithm, offers a low cost solution that dramatically extends perceived low frequency response in consumer products such as televisions, multimedia speakers, car stereos and compact subwoofers.

MaxxBass applies the psycho-acoustic principle of hearing, known as the missing fundamental. This algorithm creates the listener perception of lower frequencies than are physically present by generating a carefully calculated series of harmonics designed to simulate the auditory experience caused by the missing fundamental pitch. These harmonics extend the perceived frequency response down one-third or one and one half octaves below the speaker cutoff frequency without perceived distortion or increased power consumption. The MaxxBass algorithm has won awards and praise from audio professionals who create world's top selling music CDs and movie soundtracks. Now, the MX3000AS allows consumer electronics to benefit from this powerful technology.

"Waves is excited to offer our customers a low cost silicon solution for MaxxBass," stated Gilad Keren, Waves President and CEO. "MaxxBass addresses the most difficult and costly problem in audio systems, extended bass frequency reproduction. Existing bass boost technologies use equalization and compression to increase the bass volume in the existing frequency band. MaxxBass patented psycho-acoustic algorithm uses complex harmonics generation that allows one to hear bass frequencies below those that are physically possible to create due to loudspeaker constraints. The extended bass response enabled by the MX3000AS allows low cost audio systems to increase their emotional impact from today's popular music, movie soundtrack and games content."

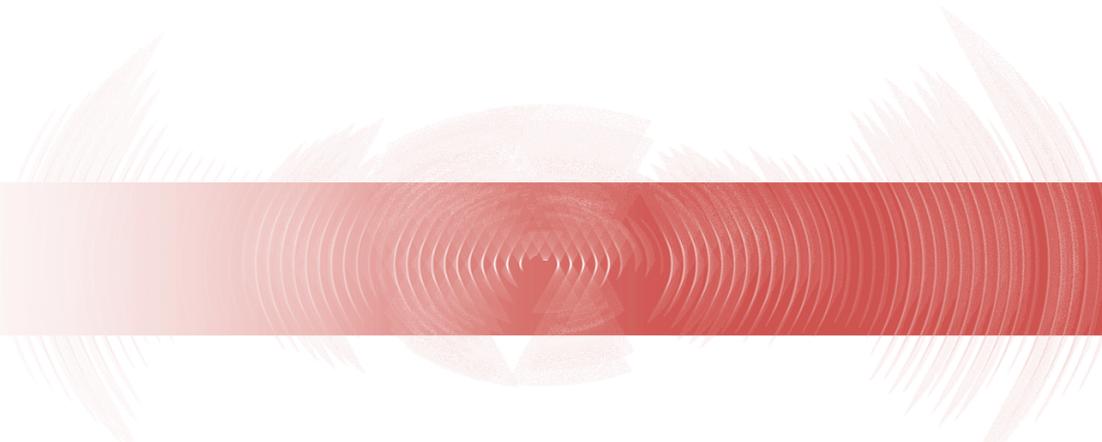
The MX3000AS is a mixed signal ASIC (Application Specific Integrated Circuit) combining both DSP and precise analog converter technology into an easy to use, low cost solution. It provides stereo analog input and output with minimal external components to allow simple integration into low cost consumer electronics. It can be integrated easily into systems with I2C controllers or as a stand-alone solution.

Availability

Free downloadable demonstration programs, MX3000AS datasheets and other background

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information of the MX3000AS and the MaxxBass algorithm are available at www.maxx.com.

Limited quantities of MX3000AS engineering samples are available to qualified customers with production quantities in the fourth quarter of 2001. An evaluation system, the MX3000ASEVM, will be available in June.

About Waves

Waves is a leading provider of DSP solutions for audio professionals content creation and Maxx™ audio signal processing solutions for consumer applications. Waves award-winning audio processor plug-ins are the quality standard for thousands of audio professionals in music, movie and multimedia content creation by utilizing proprietary DSP algorithms based on Waves psycho-acoustic expertise. Waves' Maxx technology dramatically enhances audio performance in consumer applications and has been licensed to several leading companies, including Motorola and Microsoft. The Waves mission is to develop and provide solutions that enables unparalleled sonic quality for all audio applications. Headquartered in the United States, the company also maintains a wholly owned R&D subsidiary in Israel. <http://www.waves.com>

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