



**PRESS RELEASE**

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## **Legendary Beatles Producer Sir George Martin and son Giles endorse Waves Technology**

*Same Waves audio technologies available in mobile phones, PCs, TVs and portable audio systems*

**Las Vegas, NV and Tel-Aviv, Israel - January 8, 2007** — Today at the International CES, WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced that Sir George Martin and his son Giles are endorsing Waves audio technology in a new ad series being unveiled at CES. These powerful endorsements from music industry titans emphasize the capabilities of Waves technologies to improve mainstream consumer electronic products such as mobile phones, personal computers, televisions and portable audio systems. Waves is exhibiting at CES in South Hall 1 – Booth #21770.

“When it comes to sound, Waves is synonymous with excellence,” stated Sir George Martin, legendary Beatles producer. Sir George’s son, Giles is also an avid user of Waves tools, having engineered and produced hit artists including Elvis Costello, Celine Dion and INXS. “There are a lot of audio tools out there, but Waves are the ones I rely on everyday,” said Giles Martin.

Along with the Martins, Waves users read like a who’s who of pro audio, with musicians like Coldplay and the Doors’ Ray Manzarek, producers Steve Lillywhite and Mike Hedges, mixing engineers including Chris Lord-Alge and Dave Pensado, mastering engineer Bob Ludwig, and live sound designer Jonathan Deans and Leon Rothenberg. People who love great sound love Waves.

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“Audio producers in music, movie soundtracks, and video games are increasingly recognized also as artists in the creative process, and these artists consistently believe Waves provides the best tools for effectiveness, transparency and ease-of-use,” stated Gilad Keren, CEO and co-founder of Waves.

“Many of the same audio technologies used by Sir George Martin, Giles Martin and the entire pro audio industry are now available to consumer electronic manufacturers under Waves’ MaxxAudio, MaxxVoice and MaxxBass brands,” stated Paul Bundschuh, vice president sales and marketing, Waves Semiconductor and OEM Licensing Division. “These technologies compensate for acoustic limitations from small loudspeaker systems and enable more innovative product design. They are enabling highly successful OEM products such as Sanyo’s mobile phones, JVC’s televisions, NEC’s PCs and Altec Lansing’s inMotion speakers.”

### ***About Maxx®***

With more than a decade of leadership in the development of psychoacoustic algorithms, Waves now offers a variety of solutions under the Maxx® brand. Manufacturers of consumer electronics are dramatically improving performance and reducing system costs using Maxx technologies. These solutions include custom semiconductor devices and licensing Waves’ proprietary algorithms to DSP and computer platforms. Maxx solutions are rapidly being adopted by firms such as Sony, Sanyo, Samsung, JVC, NEC, Clarion, Altec Lansing and others.

For more information, visit [www.maxx.com](http://www.maxx.com).

### ***About Waves Audio Ltd.***

Waves is the world’s leading developer and provider of professional digital audio processing tools. Waves technologies are used to improve sound quality in the creation of hit records, major motion pictures, popular gaming and multimedia titles the world over.

For more information, visit [www.waves.com](http://www.waves.com).

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