



**PRESS RELEASE**

Contact: Daniel Weizmann

Email: [danielw@waves.com](mailto:danielw@waves.com)

Tel: 1-865-909-9263

## **Waves Announces 2<sup>nd</sup> Generation MaxxAudio Solutions**

*Improved MaxxAudio debuts at CES 2008 and the new Maxx.com*

**Las Vegas, Nevada - January 7, 2008** — Today at the International CES, Waves Audio Ltd. (booth 20126D), announced its second generation MaxxAudio DSP and software-based PC solutions, including the new the MX5010B DSP, which begins production in February 2008. The MX5010B features both hardware and software improvements over its predecessor, the MX5000A. Waves MaxxAudio's software solutions for notebook PCs include several algorithmic improvements, and will begin shipping in March 2008.

Additionally, Waves has launched a new and improved website at [www.maxx.com](http://www.maxx.com) which includes online demonstrations of MaxxAudio technologies.

The first generation of MaxxAudio solutions were announced at CES 2007. Waves has been working closely with leading Japanese CE firms to establish new sound quality standards. Sanyo mobile phones, JVC LCD TVs, and Toshiba notebook PCs are just a few of the many major products featuring revolutionary Maxx technologies.

For over 15 years, Waves has been the world leader in pro audio signal processing tools, with over 90 tools that are heard on hit records, major motion pictures, and popular video games the world over. Maxx brings these same algorithms to consumer electronics, delivering dramatic improvements in frequency response, dynamic range, and stereo imaging. These core algorithms are used in the Waves MaxxBCL professional rack mount processor, heard in many of the world's top venues ranging from Lincoln Center to Cirque Du Soleil to *American Idol*.

***more...***

**About Waves Ltd.:**

Waves is the world's leading developer and provider of audio signal processing tools, with award-winning software and hardware for the professional and consumer electronics audio markets. Waves has more than fifteen years of expertise in the development of psycho-acoustic signal processing algorithms which leverage knowledge of the human perception of hearing to radically improve perceived sound quality. Waves processors are used to improve sound quality in the creation of the hit records, major motion pictures, and popular video games the world over. Waves professional hardware products are used to improve live sound quality in venues ranging from Lincoln Center to Cirque du Soleil to television's *American Idol*. [www.waves.com](http://www.waves.com)

Waves consumer IC and software licensing solutions compensate for the acoustic limitations of notebook PCs, LCD TVs, mobile phones, and portable audio systems by the top names in consumer electronics, including Toshiba, Sony, Sanyo, NEC, JVC, Microsoft, Delphi, Clarion and Altec Lansing. [www.maxx.com](http://www.maxx.com)

**Contact Information:**

***Waves North America Office:***

Waves, Inc., 306 West Depot Avenue, Suite 100, Knoxville, TN 37917;

Tel: 865-909-9200, Fax: 865-909-9245, Email: [info@waves.com](mailto:info@waves.com), Web: [www.waves.com](http://www.waves.com).

***Waves Corporate Headquarters Israel***

Waves Audio Ltd., Azrieli Center, The Triangle Tower, 32nd Floor, 132 Derech Petach-Tikva  
Tel-Aviv 67027, Israel, Phone: +972-3-608-4000 , Fax: +972-3-608-4056, [www.waves.com](http://www.waves.com).

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