



PRESS RELEASE

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MaxxAudio Establishes New Sound Standards for Mobile Phones, LCD TVs, and Notebook PCs

*Leading Japanese CE firms use Waves psycho-acoustic technologies
to improve audio quality and gain competitive advantage*

Las Vegas, Nevada - January 7, 2008 — Today at the International CES, Waves Audio Ltd. (booth 20126D), demonstrated new MaxxAudio technologies which are being implemented by leading Japanese CE firms to improve sound in consumer electronic products. Manufacturers such as Sanyo, JVC, and Toshiba use Waves patented psycho-acoustic algorithms to compensate for the limitations of small, low power speaker systems in mobile phones, LCD TVs, and notebook PCs. Each of these industry leaders relies on Waves technologies to dramatically improve the audio quality of their products and the user audio experience, providing an important competitive advantage.

Sanyo began shipping their first MaxxAudio mobile phones in December 2006. MaxxAudio allows for decreased speaker size while simultaneously improving sound quality, an important benefit in "Handsfree" operation. Sanyo has adopted MaxxAudio in additional phone models and has already shipped several million handsets using this technology to the US market.

Toshiba's Qosmio notebook PCs with MaxxAudio began shipping to the Japanese market in September 2007. Qosmio users enjoy better audio from movies, music, and games, as well as VoIP. Toshiba continues to implement MaxxAudio in many of its new and upcoming notebook computers.

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Victor/JVC shipped their first MaxxAudio LCD TVs in May 2007, and their initial model won several top awards in Japan, including one for MaxxAudio as Best New TV Technology. MaxxAudio delivers great audio from the integrated speakers in LCD TVs, eliminating the extra components, expense, and complexity of external component audio systems. AV Review, Japan's most important CE publication, had this to say about MaxxAudio: "It is better to watch DVDs with MaxxAudio in Victor's LCD TV set, because the frequency response, sound field, and sound clarity are all perfect and completely natural. In addition, excellent music sound reproduction can be obtained. Among other modern thin TVs, it is impossible to find another TV with such stable sound and high clarity, reinforcing the superiority of MaxxAudio."

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

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

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