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Waves Announces MaxxBass® 103 Automotive Processor

MaxxBass 103 revolutionizes car audio performance by enabling subwoofers to play deeper and louder in addition to generating subwoofer performance from automotive door panel speakers

Knoxville, TN September 7, 2004 — WAVES LTD., a world leader in audio signal processing tools, announced today that its first product for automotive aftermarket applications is now shipping. By using patented psychoacoustics to lower the bass response by more than an octave, the MaxxBass 103 signal processing unit enables subwoofers and door panel woofers to play deeper and louder than previously possible without requiring more amplifier power or speakers with greater excursion.

For those auto sound enthusiasts who have subwoofers, but want deeper and louder sound, the MaxxBass 103 can also be used to dramatically improve bass on any automotive subwoofer. The MaxxBass 103 makes a modest 8" subwoofer sound like a 12" to 15" subwoofer. A single 12" or 15" subwoofer with MaxxBass will sound like a set of competition subs.

The MaxxBass® 103 Processor also allows consumers to hear subwoofer-like bass response in vehicles without a subwoofer and improves overall bass imaging on the front door speakers in vehicles with rear mounted subwoofers. The MaxxBass 103 makes 5" to 6" door panel woofers sound like 8" or 10" subwoofers without any additional speakers or higher amplifier power requirements.

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“MaxxBass changes all the rules we have learned about making bass in our cars systems,” stated a review of MaxxBass in *Car Audio and Electronics* magazine.

Waves' MaxxBass signal processing technology is used by top music recording professionals to improve bass impact without distortion in virtually every top music, movie soundtrack, and multimedia title produced worldwide.

The MaxxBass 103 is the first of several planned Waves aftermarket audio products. The MaxxBass 103 has a MSRP of \$239. Dealer inquiries are also welcome.

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. MaxxBass is also being adopted in a wide range of audio products in automotive, portable, home theater and computer applications. Companies that are using MaxxBass in their products include Altec Lansing, Audio Products International, Directed, Samsung, Sanyo, Sony, and many other top consumer electronic firms.

About Waves 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 products tools to the world's most successful and demanding audio professionals. 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.

For more information on the benefits and products available using MaxxBass technology, visit www.maxxbass.com or call the toll-free number 866-MaxxBass.

Maxx, MaxxBass, and MiniWoofers are trademarks of Waves Ltd.

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Other product and trade names mentioned herein are the trademarks of their respective owners.

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