



306 West Depot Road, Ste. 100  
Knoxville, TN 37917  
1-865-909-9200 voice  
1-865-909-9245 fax

<http://www.waves.com>  
[waves@waves.com](mailto:waves@waves.com)

Press Contact: Alan Weinkrantz  
Alan Weinkrantz and Company  
[alan@weinkrantz.com](mailto:alan@weinkrantz.com)  
1-210-820-3070 x 103 voice  
1-210-820-3070 fax

## **Waves Ships Millionth MaxxBass® ASIC**

*ASIC used in award-winning Altec Lansing inMotion speakers*

**Knoxville, TN and Tel Aviv, Israel – October 4, 2004** — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that it has shipped its 1,000,000 unit of the MX3000AS MaxxBass® ASIC, a patented psychoacoustic solution that dramatically improves bass quality and loudspeaker efficiency in a wide variety of consumer electronics.

"Shipping our one millionth ASIC is an important milestone," stated Gilad Keren, CEO and co-founder of Waves. "Our MaxxBass ASIC is receiving tremendous success as manufacturers recognize that MaxxBass offers a practical and cost-effective way to solve their loudspeaker quality and efficiency issues. "

Consumer electronics have made enormous improvements in quality through improved media, video and audio compression, video displays, audio converters, and digital amplifiers. However, loudspeakers continue to be the weak link in audio quality. In many products, loudspeaker quality is actually declining due to market pressures for small size, weight, and cost. Waves' patented MaxxBass ASIC solution uses a patented DSP psychoacoustic algorithm to dramatically improve loudspeaker quality and efficiency. MaxxBass is also an enabling technology for creating entirely new consumer audio product categories such as high quality, high efficiency portable loudspeakers and small powerful subwoofers.

"Waves' MaxxBass is an important enabling technology for a variety of Altec Lansing speaker systems," stated Bob Garthwaite, senior vice president of sales and marketing for Altec Lansing Technologies. "The first of these products, the inMotion™ Portable Audio System, offers

***more...***

breakthrough quality and efficiency and has been an instant hit with the media and Apple iPod™ customers worldwide. We're pleased to partner with companies like Waves who help us deliver quality products that exceed our customers' expectations in audio performance."

### ***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. By enabling small full range speakers to be embedded in a wide range of consumer products, Waves is opening up a whole new realm of possible applications, including portable loudspeakers, car audio, LCD TVs, computers and home theater systems.

### ***About Waves Audio 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. For more information, visit [www.waves.com](http://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. Its Maxx solutions are rapidly being adopted by firms such as Altec Lansing, Audio Products International, Samsung, Sanyo, Sony, and many other top consumer electronic firms.

For more information on the benefits and products available using MaxxBass technology, visit [www.maxxbass.com](http://www.maxxbass.com) or call the toll-free number 866-MaxxBass.

Reader Contact Information:

**North America Offices:**

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)

**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).

###

*Maxx and MaxxBass are registered trademarks of Waves Audio Ltd.*

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