



PRESS RELEASE

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FOR IMMEDIATE RELEASE

**PEAVEY ELECTRONICS CHOOSES WAVES MAXXAUDIO
SOUND ENHANCEMENT TECHNOLOGY FOR ITS IPR SERIES POWER
AMPLIFIERS**

— Industry leader implements Waves pro audio algorithms
for enhanced low-end frequency reproduction —

TEL AVIV, ISRAEL, November 5, 2009 — The [CE Division](#) of Waves, the industry leader in professional audio digital signal processing technologies, heard on hit records, major motion pictures and popular video games the world over, and [Peavey Electronics](#), one of the world's largest audio equipment manufacturers, announce a new collaborative project resulting in the launch of the Peavey IPR Series of power amplifiers, which uses Waves' acclaimed MX5010 semiconductor. MX5010 features such proprietary Waves technologies as MaxxBass[®] Bass Extension, MaxxTreble[™] High Frequency Enhancement, 7-Band Paragraphic MaxxEQ[™], MaxxStereo[™], MaxxVolume[™] Level Control and much more.

Boasting a net weight of just 7 lbs. on the lightest model, the groundbreaking Peavey IPR Series utilizes an advanced design that allows Peavey engineers to dramatically reduce weight while increasing reliability, thermal efficiency and output power (up to 6,000 watts at 2 ohms stable). IPR Series amplifiers are designed with a resonant switch-mode power supply and a high-speed class D topology that yields the highest audio resolution and efficiency available. Four DSP-equipped models feature 32-bit, floating-point digital signal processing with

program-specific EQ presets that make common sound-reinforcement EQ treatments easy to perform.

The revolutionary Peavey IPR Series DSP power amplifiers are the first to integrate Waves technology, in particular MaxxBass, which uses psycho-acoustics to create precise harmonic overtones that give the perceived effect of adding low frequencies to the mix. MaxxBass resides in the amplifiers' 32-bit DSP section and can be adjusted from 0% to 100%.

The Waves MX5010 semiconductor integrates a high performance 24-bit DSP core with pre-programmed MaxxAudio algorithms for a powerful and cost-effective sound enhancement solution. The benefits of utilizing the MX5010 in the IPR Series are numerous. Providing processing at 24 bits at up to 48kHz and 100% clean bypass guarantees the MX5010 DSP preserves audio quality at its most pristine form. Aside from MaxxBass, the MX5010's other proprietary technologies provide wide-ranging sound enhancements. MaxxVolume will protect the speaker and electrical components from electric surges and speaker fatigue without requiring a dedicated limiter. The unit's Delay function can be used to create programmable speaker arrays and delay towers without an external delay module. MaxxTreble can be used to enhance high frequencies dynamically without "painful" high end. MaxxEQ and MaxxBass can be used for designing efficient and programmable active crossovers for both amplifiers and powered speakers. The MX5010's router section can be used to control levels for multiple speaker outputs, also allowing the user to create presets for various I/O scenarios.

"Integrating MaxxBass into the Peavey IPR Series gives sound companies and engineers significant advantages," said Fred Poole, Senior Manager of Product Development at Peavey Electronics. "Because it creates the illusion of adding bass frequencies without physically doing so, MaxxBass allows sound engineers to dial more low-end into a system without adding more power amps, processing and subwoofers."

"For over 40 years, Peavey Electronics has been a cornerstone in the M.I. and pro market sectors," stated Tomer Elbaz, General Manager of Waves Audio Semiconductor and Licensing Division. "It has been great to work with Peavey's engineering team on this collaborative effort,

which resulted in a set of products that offers maximum performance in an extremely lightweight format.”

For more information, please visit www.peavey.com and www.maxx.com.

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Photo File 1: PeaveyIPR_DSPSeries.JPG

Photo Caption 1: Peavey’s new IPR Series, which uses Waves’ acclaimed MX5010 semiconductor.

Photo File 2: Waves_Fred_Tomer.JPG

Photo Caption 2: Pictured L-R: Fred Poole, Senior Manager of Product Development at Peavey Electronics, and Tomer Elbaz, General Manager of Waves Audio Semiconductor and Licensing Division.

About Waves:

Waves is the world’s leading developer of digital signal processing tools. Through every stage of the creative audio process, Waves is there, from recording to mixing to mastering to broadcast and beyond. Over the past two decades, Waves has pioneered an entirely new kind of audio tool. Among Waves official endorsers are such luminaries as Beatles producer Sir George Martin, and Linkin Park.

Waves’ impact on the way music is made, mixed, and mastered has been immeasurable. Major technological contributions include precision EQ, level maximization, analog console models in-the-box, advanced noise reduction, state-of-the-art guitar amp modeling , and more. These technologies do not merely emulate their hardware predecessors; they allow a level of exactitude and control never before possible. They offer sound engineers the ability to sculpt their sonic creations with unsurpassed possibilities.

Today, Waves touches virtually every aspect of audio: Recording, Live, Broadcast, Surround, Post, Gaming, Consumer Electronics, and more. As Sir George Martin has put it, "Waves is synonymous with excellence."

About Peavey Electronics:

Founded in 1965, Peavey® is one of the world's largest manufacturers of musical instruments and professional sound equipment. Peavey has earned more than 180 patents and produces more than 2,000 products, which are distributed throughout the United States and to 136 other countries. Peavey and its MediaMatrix®, Architectural Acoustics®, Crest Audio® and Trace Elliot® brands and affiliates can be found on concert stages and in more than 5,000 airports, stadiums, theme parks and other venues around the world. To find out more, visit www.peavey.com.

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