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Sonic Impact Technologies Introduces K1 iPod video accessory with MaxxBass®

K1 is the first in a new category of video plus audio iPod accessories

San Diego, California and Tel-Aviv, Israel, June 26th, 2006 — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that Sonic Impact Technologies has introduced their new K1 iPod accessory with its MaxxBass® bass extension technology. The K1 provides a 7" high definition LCD display and high quality audio speakers with MaxxBass processing to deliver deep, rich bass response. The K1 will be available from Apple starting in August with a MSRP of \$299 and other retailers this fall.

"Sonic Impact Technologies has been using Waves MaxxBass technology in our portable speaker products since 2002, since it is the only technology that can really deliver deep, natural bass in small, power efficient speaker systems," said Rich Bracke, Principal and Co-founder of Sonic Impact Technologies. "As SIT opens this new product category for video plus audio iPod accessories, we feel MaxxBass processing is a necessary requirement to deliver great audio from small, battery operated systems."

"Sonic Impact is an early innovator in the market for portable loudspeaker accessories, and has been successful in establishing market trends with their models," said Paul Bundschuh, Vice President of Sales and Marketing, Waves Semiconductor and OEM Licensing Division. "SIT's current i-Fusion product is the most popular portable iPod speaker system according to Apple's website. Waves believes their new K1 will also generate substantial visibility and market

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demand. We are pleased to cooperate with SIT in delivering such great products to the iPod universe.”

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 product tools to the world’s most successful and demanding audio professionals. For more information, visit 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, JVC, Samsung, Sanyo, Sony, and many other top consumer electronic firms. For more information on the benefits and products available, visit www.maxxbass.com.

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About Sonic Impact Technologies

Sonic Impact Technologies is a leading supplier of unique portable audio solutions and peripheral audio devices. Sonic Impact develops “in house” proprietary designs that fill in the missing link to most portable audio needs. We have turned the audio design world upside down. Sonic Impact’s method of developing products and solutions could be characterized as the exact opposite of the traditional process. The consumer’s needs comes first and then the audio product is developed around it. Headquartered in the United States, Sonic Impact also has a permanent R&D team in China for both Audio Engineering and Industrial Design.

Sonic Impact Technologies

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