



PRESS RELEASE

Contact: Alan Weinkrantz
Alan Weinkrantz And Company
Alan@weinkrantz.com
1-210-820-3070 x 103 voice
1-210-820-3080 fax

SANYO Adopts MaxxVoice™ to Improve Handsfree Performance in Mobile Phones

Waves' new voice communications technology improves loudness, clarity and richness from small handsfree speakers

Osaka, Japan and Tel-Aviv, Israel, December 4, 2006 — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that SANYO Electric Co., Ltd. is its first customer for its new MaxxVoice® technology in their new mobile phone products. MaxxVoice overcomes the limited ability of small handsfree speakers to accommodate the natural variations in speech levels by utilizing patented psychoacoustic technologies. It dramatically improves the intelligibility and quality of the human voice over small speakers used in today's mobile phones by stabilizing and maximizing natural speech signal levels. SANYO's initial product with the MaxxVoice, SCP-M1 is now available.

“Waves's MaxxVoice technology enabled SANYO to both shrink the size of the handfree speaker and the overall phone from the previous generation phone,” said Masayuki Hasegawa, engineering manager, Telecom Company of SANYO Electric Co.,Ltd. . MaxxVoice utilizes psychoacoustics to compensate for acoustic limitations. It allowed SANYO to increase maximum volume levels, improve intelligibility in noisy environments, deepen frequency response and reduce distortion.”

“The handsfree performance of wireless phones is increasingly important to North American customers, who use the handsfree feature while driving,” said Masayuki Hasegawa. “Improving the

more...

loudness and clarity of the speakerphone can be an important safety benefit to these users, allowing them to focus more on their driving.”

“MaxxVoice makes wireless phones with small speakers sound larger and clearer,” said Paul Bundschuh, vice president sales & marketing, Waves Semiconductor and OEM Licensing Division. “Shrinking the size of the phone and its handsfree speaker normally lowers the acoustic quality, but Waves MaxxVoice technologies enabled SANYO to improve both simultaneously. Waves believes that MaxxVoice may become a standard feature in future wireless handsets with handsfree capabilities.”

About Maxx®

With more than a decade of leadership in the development of psycho-acoustic algorithms, Waves now offers a variety of solutions under the Maxx® brand. Manufacturers of consumer electronics are dramatically improving performance and reducing system costs using Maxx technologies. These solutions include custom semiconductor devices and licensing Waves proprietary algorithms to DSP and computer platforms. Maxx solutions are rapidly being adopted by firms such as, SANYO, Sony Samsung, JVC, NEC, Clarion, Altec Lansing, and others.

MaxxVoice combines Waves patented MaxxBass® psycho-acoustic bass extension with its new MaxxVolume™ technology. MaxxVolume is dynamic compensation technology which delivers louder, clearer audio output without clipping. These algorithms are built on Waves’ worldwide leadership in providing audio signal processing technologies to professionals in recording, mixing and mastering for almost 15 years.

For more information, visit www.maxx.com

About Waves Audio Ltd.

Waves is the world’s leading developer and provider of professional digital audio processing tools. Waves technologies are used to improve sound quality in the creation of hit records, major motion pictures, popular gaming and multimedia titles the world over.

For more information, visit www.waves.com.

Contact Information:

more...

Waves 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, Web: www.waves.com.

Waves 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.

About SANYO.

SANYO Electric Co., Ltd. is a \$20 billion manufacturer and distributor of consumer electronics and commercial equipment, including multimedia and telecommunications products. Based on the vision “Think GAIA,” SANYO is committed to providing cutting-edge solutions for a sustainable world by weaving together its numerous proprietary technologies. For further information, please visit SANYO’s website at <http://www.global-sanyo.com/>