



PRESS RELEASE
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Sanyo Broadens Use of MaxxVoice™ in Mobile Phones

Waves technology improves loudness and intelligibility of speech communications for Sanyo

Osaka, Japan and Tel-Aviv, Israel, May 30, 2007 — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that Sanyo has adopted MaxxVoice™ on the majority of its new mobile phone models in order to improve the loudness and intelligibility of speech. Using patented psycho-acoustic technologies, MaxxVoice overcomes the limitations of small handset speakers to accommodate the natural variation in speaker levels.

“Waves MaxxVoice technology enabled Sanyo to increase maximum volume levels, improve intelligibility in noisy environments, deepen frequency response, and reduce distortion,” said Masayuki Hasegawa. “Sanyo has continued to adopt MaxxVoice on more models; it adds an important value to our phones.” The M1, Sanyo’s first mobile phone with MaxxVoice, began shipping in December 2006. Waves MaxxVoice has also been utilized on the SCP-7050 and Sanyo’s newest model, the SCP-3200.

“Mobile phone products have achieved dramatic feature improvements, but the acoustic quality suffers from the restrictions of product size, power consumption, and cost,” said Paul Bundschuh, vice president of sales & marketing, Waves Semiconductor and OEM Licensing Division. “Waves MaxxVoice technology substantially improves the most basic and important function of the phone, namely to be heard clearly.”

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.

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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 Sony, Sanyo, Samsung, JVC, NEC, Delphi, Altec Lansing and others. For more information, visit www.maxx.com.

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