



## ***Sonic Impact Technologies Announce First Product with Waves MaxxBass ASIC***

*Sub5.1 audio system sets new levels of bass performance and emotional impact for game consoles using patented bass technology*

**SAN DIEGO, CALIFORNIA  
AND AUSTIN, TEXAS  
MAY 21, 2001**

Sonic Impact Technologies (SIT), an innovator in consumer audio electronics, will be the first to introduce a product incorporating the Waves MX3000AS MaxxBass<sup>®</sup> ASIC. SIT will utilize the MX3000AS in a new compact subwoofer design included with a 5.1 channel audio system targeted for video game console users. The Waves integrated circuit implements a patented psycho-acoustic bass extension algorithm that allow listeners to perceive bass frequencies lower than physically generated.

Robert Cotton, President of Sonic Impact Technologies stated, "The Sub5.1 is our next major innovation using the MaxxBass psycho-acoustic bass extension technology. MaxxBass is a remarkable technology that creates the perception of much deeper bass response in our subwoofer than physically present. This deep bass response dramatically

increases the emotional impact of game playing compared to other products in the market and we believe this is what the gaming experience should be all about."

The Sub5.1 system is also designed to operate directly with a wide range of audio products such as CD or MP3 players, portable DVDs, notebook PCs, or any other audio product supporting standard line outputs. In addition to being the first product to utilize the Waves MaxxBass device, the Sub5.1 includes innovative styling and appealing ease of use features.

"Waves MaxxBass has received praise and awards by the most demanding audio professional in the world, those that mix and master Platinum/Gold CDs and blockbuster movies," stated Gilad Keren, CEO of Waves. "The MX3000AS allows Waves now to offer this patented technology to consumer audio manufacturers at low cost. Sonic Impact Technologies aggressive innovation in audio systems makes them a natural early adopter for MX3000AS. We believe their Sub5.1 system will set a new level for consumer expectations in compact subwoofer systems."

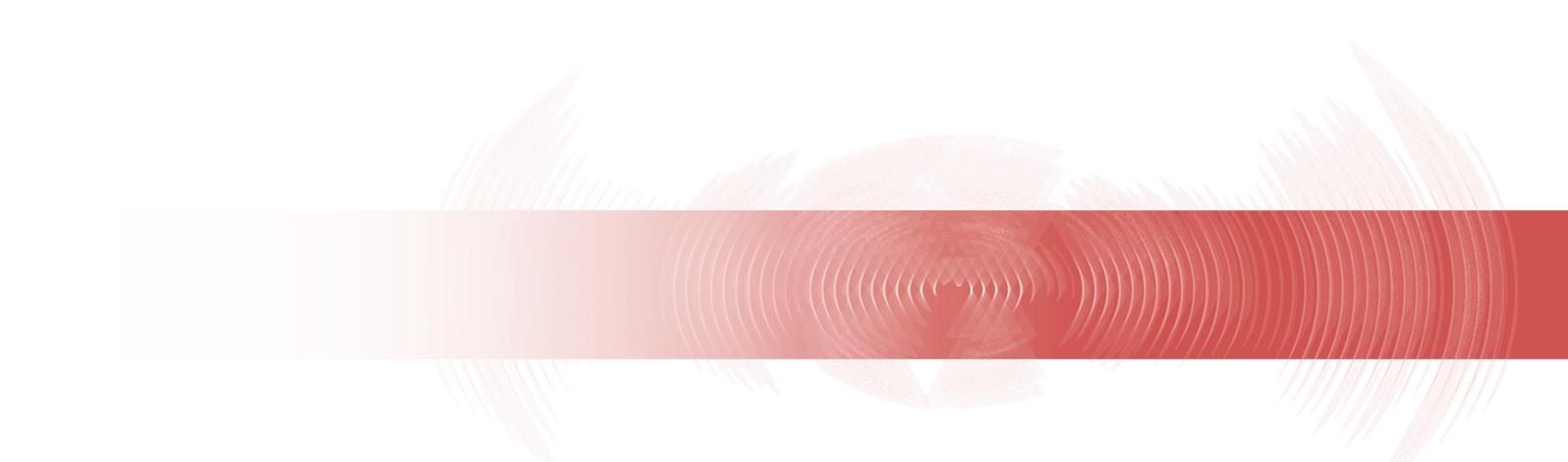
MaxxBass applies the psycho-acoustic principle of hearing, known as the missing fundamental. This patented algorithm creates the listener perception of lower frequencies than are physically present by generating a carefully calculated series of harmonics designed to simulate the auditory experience caused by the missing fundamental pitch. These harmonics extend the perceived frequency response down one-third or one and one half octaves below the speaker cutoff frequency without perceived distortion or

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increased power consumption. The MaxxBass algorithm has won awards and praise from audio professionals who create world's top selling music and movie soundtracks. Now, the MX3000AS allows consumer electronics to benefit from this powerful technology.

### **About Sonic Impact Technologies**

Sonic Impact Technologies (SIT) is a developer in new lifestyle audio accessories and recognized for their innovations in design as well as sound. SIT has surprised the industry with the development of the Si-5, first portable audio system the size of a CD jewel-case that includes two high fidelity speakers and a battery operated amplification system. This is the first ultra compact audio system to support speakers rather than headphones allowing individuals to share their portable sound. More information on the Sub5.1, and the Si-5 can be found at <http://www.si-technologies.com/>

### **About Waves**

Waves is a leading provider of DSP solutions for audio professionals content creation and Maxx™ audio signal processing solutions for consumer applications. Waves award-winning audio processor plug-ins are the quality standard for thousands of audio professionals in music, movie and multimedia content creation by utilizing proprietary DSP algorithms based on Waves psycho-acoustic expertise. Waves' Maxx technology dramatically enhances audio performance in consumer applications and has been licensed to several leading companies, including Motorola and Microsoft. The Waves mission is to develop and provide solutions that enables unparalleled sonic quality for all audio applications. Headquartered in the United States, the company also maintains a wholly owned R&D subsidiary in Israel. More information on Waves and MaxxBass can be found at <http://www.maxx.com> <http://www.waves.com>

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