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FOR IMMEDIATE RELEASE

Sonic Impact Shipping Improved Portable Loudspeaker System with Waves' MaxxBass® Technology

Revolutionary MaxxBass technology provides more bass while reducing the size and power consumption of Sonic Impact's Gen2 loudspeaker system

Knoxville, TN and San Diego, CA, June 7, 2004 — WAVES AUDIO LTD., a leading provider of audio signal processing tools, announced today that Sonic Impact Technologies has improved its Gen2 (Generation 2) loudspeaker system by utilizing Waves MaxxBass® technology, which provides deeper, more natural bass sound at a fraction of the size and cost. Sonic Impact makes the world's thinnest portable flat panel loudspeakers for CD, MP3, and DVD players and laptop computers, and its new Gen2 loudspeakers deliver deeper, richer bass response by utilizing MaxxBass psychoacoustic bass extension technology.

"Our MaxxBass technology enables innovative new products that dramatically enhance audio quality while consuming less power," said Gilad Keran, CEO of Waves. "Waves is pleased to be working with Sonic Impact to improve the bass response and overall audio quality of their leading portable loudspeaker products."

Sonic Impact's new Gen2 portable loudspeaker system is now retailing for just \$29 and is currently available at all Target retail stores nationwide. Target is planning a special store display highlighting these products this summer.

"Target is increasing its focus in consumer electronics nationwide, and Gen2 fits neatly into their strategy of offering innovative new audio accessories," said Robert Cotton, co-founder of Sonic

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Impact Technologies. "Target is the first of several major retailers picking up our growing line of high quality portable loudspeakers, and we expect sales to grow enormously as consumers realize the high-quality bass sound that they can get from such a small product."

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 subwoofer sound from DVD players, laptop computers, LCD and plasma TVs, video games, home theater systems, and car stereo 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 products tools to the world's most successful and demanding audio professionals. 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, Samsung, Sanyo, Sony, and many other top consumer electronic firms.

For more information on the benefits and products available using MaxxBass technology, visit www.maxxbass.com or call the toll-free number 866-MaxxBass.

Maxx and MaxxBass are registered trademarks of Waves Audio Ltd.

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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 need comes first and then the audio product is developed around it. Sonic Impact has become known for putting audio devices into products where audio has never gone before. 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 and Sonic Impact Technologies are trademarks of Sonic Impact Technologies, LLC

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