



306 West Depot Road, Ste. 100  
Knoxville, TN 37917  
1-865-546-6115 voice  
1-865-546-8445 fax

<http://www.maxxbass.com>

Waves Press Contact:  
Alan Weinkrantz  
Alan Weinkrantz and Company  
[alan@weinkrantz.com](mailto:alan@weinkrantz.com)  
210-820-3070 x 103 voice  
210-820-3070 fax

## **Virgin Electronics Chooses Waves' MaxxBass® Technology for Virgin Electronics Boomtube™ Portable Speakers**

**Knoxville, Tenn., Oct. 12, 2004** — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that Virgin Electronics has chosen Waves' patented MaxxBass® psychoacoustic bass technology for its new Virgin Boomtube™ speakers. MaxxBass enables Virgin Boomtube to deliver superior sound by facilitating a deeper, more natural bass sound within a very small physical space.

"Sound quality is the most important criteria for any speaker, so when we began to design the Virgin Boomtube, we knew that MaxxBass technology needed to be a part of our offering," said Joe Sipher, senior vice president of marketing at Virgin Electronics. "MaxxBass enables our new Virgin Boomtube line of portable speakers to reach bass quality that we could never have achieved without Waves."

"MaxxBass technology enables innovative new products like Virgin Boomtube to produce crystal-clear sound with little power consumption," said Gilad Keren, co-founder and chief executive officer of Waves. "We expect there to be a great demand for the new Virgin Boomtube systems as consumers realize the level of performance and portability now possible in these products."

### ***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

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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 products tools to the world's most successful and demanding audio professionals. For more information, visit [www.waves.com](http://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.

For more information on the benefits and products available using MaxxBass technology, visit [www.maxxbass.com](http://www.maxxbass.com) or call the toll-free number 866-MaxxBass.

### **Waves Contacts:**

#### ***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](mailto:info@waves.com), Web: [www.waves.com](http://www.waves.com)

#### ***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](http://www.waves.com).

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