



PRESS RELEASE

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Waves Introduces MaxxAudio APO for Microsoft Vista PCs

MaxxAudio psychoacoustic technologies vastly improve acoustic performance in notebook PCs

Las Vegas, NV and Tel-Aviv, Isreal - January 8, 2007 — Today at the International CES, WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced the MaxxAudio APO (Audio Processing Object) solution for Windows® personal computers using Microsoft's new Vista operating system. MaxxAudio is a suite of psychoacoustic technologies that enable small loudspeakers, such as those found in notebook PCs, to sound dramatically larger, deeper and more powerful. Waves' Vista APO (Audio Processing Object) solution is available today for evaluation and licensing by major PC OEMs. Waves is exhibiting in the South Hall 1 booth #21770.

"A major advancement in the audio system of Vista is its ability to support Audio Processing Objects. APOs support audio plug-ins that are dedicated to specific hardware output devices, and allow the host CPU to be utilized cost-effectively for advanced DSP algorithms," stated Paul Bundschuh, vice president sales & marketing, Waves Semiconductor and OEM Licensing Division.

Waves has been a leader in DSP plug-in tools for the professional audio market for more than a decade, and is the early leader in apply psycho-acoustic DSP algorithms to compensate for acoustic limitations in small speaker systems. Waves' new MaxxAudio technologies enable both improved audio quality and smaller speakers enabling innovative industrial designs.

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In addition to its Vista APO solution, today Waves also announced a custom MaxxDSP solution for MaxxAudio that is more suitable for embedded applications such as televisions and portable audio systems.

About Maxx®

With more than a decade of leadership in the development of psychoacoustic 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, Clarion, Altec Lansing and others.

MaxxAudio is a suite of DSP psychoacoustic algorithms that compensates for loudspeaker and acoustic limits for the small speakers found in today's consumer electronic products such as televisions, multimedia, compact stereos and portable devices. MaxxAudio includes technologies for frequency range extension (MaxxBass, MaxxTreble, MaxxEQ), dynamic range compensation (MaxxVolume) and image expansion (MaxxStereo). 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.

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