



PRESS RELEASE

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Waves Introduces MaxxDSP for Loudspeaker Compensation

MX5000 integrates MaxxAudio algorithms with high performance DSP, ADC and DAC

Las Vegas, NV and Tel-Aviv, Israel - January 8, 2007 — Today at the International CES, WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced the MX5000, the first device in Waves' new family of MaxxDSP semiconductor solutions that implement its proprietary MaxxAudio technologies. MaxxAudio is a suite of DSP psycho-acoustic algorithms that compensate for frequency response, dynamics and imaging limitations in small loudspeakers and acoustics used in today's popular consumer electronics products such as televisions, multimedia speakers, compact stereos and portable systems. Waves is exhibiting in the South Hall 1 booth #21770.

"Acoustic limitations from small loudspeakers are problematic, and represent the greatest bottleneck in providing high-quality sound in a wide range of CE products," said Will Strauss, president of Forward Concepts. "Utilizing psycho-acoustic algorithms to compensate for limitations in loudspeakers represents a major new DSP growth opportunity. Waves' MaxxAudio algorithms and MaxxDSP semiconductor devices have an early leadership position in this new market."

The patented and proprietary MaxxAudio algorithms are pre-programmed into the MX5000, eliminating the need for designers to have any DSP programming or filter design expertise. The device utilizes a high performance 24-bit audio DSP with high quality ADC and DAC audio converters for a complete digital audio subsystem.

"The MaxxDSP embodies more than five years of research and development into psycho-acoustic algorithms and how to make these cost-effective, and easy to use and for OEMs," said Gilad Keren,

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CEO and co-founder of Waves Audio Ltd. “The MX5000 is the first in a family of new MaxxDSP devices. It offers much greater functionality and expands on Waves’ popular MaxxBass ASIC solutions.”

The MX5000 is provided in 40pin 6x6mm QFN packaging suitable for the most space limited applications. It uses a 5V analog supply for wide dynamic range on the analog inputs and 1.8V core supply for high performance digital logic. The MX5000 is currently available in sample quantities and will be shipping in volume production in March.

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, Clarion, Altec Lansing, and others.

MaxxAudio is a suite of DSP psycho-acoustic 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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