



PRESS RELEASE

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MaxxAudio Delivers Bigger Better Sound in Windows Vista

Waves psychoacoustic technologies vastly improve acoustic performance in notebook PCs

Tel-Aviv, Israel - January 29, 2007 — Waves announced today that it is delivering its MaxxAudio PC solution for evaluation and licensing to major PC manufacturers. 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. MaxxAudio PC is a solution for these technologies that utilize the improved audio capability in Windows Vista to support audio plug-ins.

“Consumers are migrating to smaller and more portable PCs, and the acoustic performance in these products suffers due to smaller speaker sizes, and lower amplifier power,” stated Paul Bundschuh, vice president sales & marketing, Waves Semiconductor and OEM Licensing Division. “By utilizing the new audio processing object capability of Windows Vista, Waves MaxxAudio PC solution uses patented psychoacoustic technologies that can compensate for limited dynamic range, frequency response and stereo imaging from these popular notebook PC systems.”

“The ability to support audio processing objects is a major advancement in Windows Vista and extremely valuable to the professional audio community,” said Liron Shaked, director of the Worldwide Consumer ISV Group at Microsoft Corp. “The improved audio architecture within Windows Vista will provide more choices for pro-audio companies such as Waves, enabling them to offer cutting-edge solutions for customers that will improve audio quality on the PC.”

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Waves MaxxAudio PC solution provides a comprehensive APO solution for small speaker compensation using its patented psychoacoustic algorithms. It includes several patented technologies for dynamics, frequency response and imaging. Waves' new MaxxAudio technologies enable both improved audio quality and smaller speakers enabling innovative industrial designs.

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, Delphi, 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 introduced the industry's first audio plug-in 1992 and has become 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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