



WAVES



PRESS RELEASE

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Lenovo Adopts Waves MaxxAudio Sound Enhancements

–Industry leader implements Waves pro audio algorithms
to improve notebook computer sound–

Tel-Aviv, Israel March 10, 2009 - Waves Audio today announced that its MaxxAudio sound enhancement algorithms are now being implemented by Lenovo in its new Ideapad Y650, Y550, and Y450 series. The Ideapad series is the latest in Lenovo's extensive, groundbreaking product line, and will feature the full MaxxAudio suite.

MaxxAudio consists of 5 technologies which enhance and optimize the audio performance of consumer electronics: MaxxBass for improved perceived bass response; MaxxTreble for increased high frequency fidelity; MaxxVolume for dynamic conditioning and level maximization; MaxxStereo for expanded stereo imaging speakers; and MaxxEQ for balanced frequency response. For music, movies, gaming, and more, these cutting-edge technologies take the user experience to new levels.

MaxxAudio has been developed by Waves, the world leader in digital sound processing technology, heard on hit records, major motion pictures, and popular video games everywhere. The same Waves algorithms used by top recording engineers and mixers, can now be used in a wide variety of CE applications including TVs, notebook computers, docking stations, mobile phones, headphones, speakers, and more.

"Waves is pleased that yet another consumer electronics giant has adopted our award-winning pro audio technologies to improve sound in their products," stated Tomer Elbaz, general manager, Waves Semiconductor and Licensing Division.

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About Waves

Waves is the world's leading developer and provider of audio signal processing tools, with award-winning software and hardware for the professional and consumer electronics audio markets. Waves has more than fifteen years of expertise in the development of psycho-acoustic signal processing algorithms which leverage knowledge of the human perception of hearing to radically improve perceived sound quality. Waves processors are used to improve sound quality in the creation of the hit records, major motion pictures, and popular video games the world over. Waves professional hardware products are used to improve live sound quality in venues ranging from Lincoln Center to Cirque du Soleil to television's *American Idol*. www.waves.com

Waves consumer IC and software licensing solutions compensate for the acoustic limitations of notebook PCs, LCD TVs, mobile phones, and portable audio systems by the top names in consumer electronics, including Toshiba, Sony, Sanyo, NEC, JVC, Microsoft, Delphi, Clarion and Altec Lansing. www.maxx.com

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