



PRESS RELEASE

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Genus Digital Adopts MaxxBass® in DAB radios

New Type R portable radio utilizes Waves psycho-acoustic bass technology to enable deep rich bass response

London, United Kingdom and Tel-Aviv, Israel, August 21, 2006 — WAVES AUDIO LTD., a leading provider of audio signal processing technologies, announced today that Genus Digital will utilize its patented MaxxBass® technology in their Type R DAB radio. Genus Digital is first company to use MaxxBass in portable radio applications.

“DAB technology delivers a high quality digital audio bit stream to the radio; however consumers don’t fully benefit from the enhanced audio quality this broadcast platform delivers because of the physical limitations of the speaker systems in portable DAB products ,” said Richard Wharton, Director of Marketing, Genus Digital. “Utilizing MaxxBass in our new Type R models will allow consumers to enjoy much deeper, richer music with more emotional involvement. MaxxBass is very effective in creating a live sound experience without requiring larger speakers or higher power consumption that would impact on the form factor and reduce the products battery life.”

“Waves MaxxBass is being adopted in an increasingly wide range of applications from iPod speakers, to LCD TVs, to PCs and now portable radios with Genus Digital’s new Type R product,” said Paul Bundschuh, vice president sales & marketing, Waves Semiconductor Division. “Waves is pleased to assist Genus Digital in creating such an innovative DAB product.”

Not a Bass Boost Technology

MaxxBass is **not** a bass boost technology. Instead, it uses a Waves-patented *psycho-acoustic* algorithm which extends perceived bass response by up to 1.5 octaves. By enabling small speakers

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to deliver full range sound, Waves is improving the performance for a wide variety of consumer electronics products, including portable loudspeakers, car audio, LCD TVs, computers and home theater systems.

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.

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, Altec Lansing, and others.

For more information, visit www.maxx.com.

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