



PRESS RELEASE

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New JVC LCD TVs with MaxxAudio Deliver Home Theater-Quality Sound

JVC TVs win Visual Grand-Prix for best TVs in Japan

Tokyo, Japan, and Tel-Aviv, Israel, June 20, 2007 — Waves Audio Ltd., the world's leading developer of professional audio signal processing tools, announced today that JVC's latest generation of LCD televisions will be the industry's first to use their MaxxAudio technologies. MaxxAudio is a suite of psycho-acoustic technologies that compensates for the limitations of small speakers. MaxxAudio is the first solution for televisions that enables them to deliver high quality sound without the cost and complexity of additional components. In fact, the extraordinary audio quality of JVC's new LCD TVs is comparable to that of complete moderately priced home theater systems.

"The current generation of JVC LCD TVs with Waves MaxxAudio technology recently received the Gold Award of VISUAL GRAND-PRIX from *AV Review*. The Gold Award recognizes the highest quality LCD TV product in the Japanese market — the most quality-demanding market in the world," said Mitsuharu Nagai, President of *AV Review*, a popular consumer electronics magazine in Japan. "JVC's new generation of LCD TVs with Waves MaxxAudio technologies substantially improve overall audio quality. Listening tests of these JVC TVs show that the sound quality compares with external component audio for the very first time."

"JVC's new LCD TVs with MaxxAudio give consumers high audio quality without external components," said Koichi Kotajima, manager of product planning at JVC. "MaxxAudio is a major

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product breakthrough. It delivers outstanding audio quality while eliminating the need for extra speakers, components, wiring, and remote controls.”

“Waves MaxxAudio re-masters the audio content and optimizes it for the speaker system, listening environment, and our ears,” said Paul Bundschuh, vice president of sales and marketing for Waves Semiconductor Division. “Waves tools are used in the creation of the world’s top music, movie soundtracks, and video games. These JVC TV models are the first consumer electronic products to utilize these same award-winning professional tools that compensate for acoustic limitations in dynamic range, frequency response and imaging.”

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, Microsoft, Delphi, Clarion, Altec Lansing and others.

For more information, visit www.maxx.com.

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