



PRESS RELEASE  
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FOR IMMEDIATE RELEASE

## KORG IMPLEMENTS WAVES MAXXAUDIO SOUND ENHANCEMENT TECHNOLOGIES IN ITS Pa3X PROFESSIONAL ARRANGER WORKSTATIONS

*— Industry leader implements Waves pro audio algorithms for enhanced sound and performance —*

KNOXVILLE, TN, April 6, 2011 — The [CE Division](#) of Waves, the industry leader in professional audio digital signal processing technologies and recipient of a 2011 Technical GRAMMY® award, and Korg, one of the world's leading musical instrument manufacturers, announce a new collaborative project resulting in the launch of the Pa3X professional arranger keyboard workstation which uses Waves' acclaimed MX5010 semiconductor. MX5010 features proprietary Waves technologies: MaxxBass® for rich bass, MaxxTreble™ for crystal-clear highs, MaxxVolume™ for powerful levels and MaxxEQ™ 7-band paragrahpic equalizer.

The Waves MX5010 semiconductor integrates a high-performance 24-bit DSP core with preprogrammed MaxxAudio algorithms for a powerful and cost-effective sound enhancement solution. The benefits of utilizing the MX5010 in the Korg Pa3X are numerous. Providing 24-bit processing at up to 48kHz, the MX5010 DSP delivers pristine audio quality. The MX5010's proprietary technologies provide wide-ranging sound enhancements: MaxxTreble, MaxxEQ and MaxxBass let users sculpt output frequency response with pinpoint precision, and MaxxVolume adds presence, making every song and every arrangement more "upfront" and powerful.

The most realistic-sounding and easy-to-use arranger workstation ever produced, the Pa3X is the new flagship of Korg's Pa Series. The Korg Pa Series sets the professional standard for interactive arranger workstations and the Pa3X raises the bar, with more realistic sounds, fresh yet elegant design and with the implementation of Waves MaxxAudio, the highest quality sound ever by an arranger workstation.

"Korg spent a lot of time looking for a powerful, rich set of audio enhancing tools to take the world-famous Professional Arranger series to an all-new level," stated John McCubbery, Vice President, Korg International Sales & Marketing. "The Pa3X is the new flagship in the Korg Arranger family, so we wanted to move beyond a simple audio boost. Waves MaxxAudio exceeded our expectations in that it provided intelligent and sensitive sound enhancement that simultaneously boosts the overall sound quality, adds to the instrument realism and enriches the audience experience, all the while being transparent with no distracting artifacts. All our listening tests, both in the studio and in front of live audiences, in a variety of sound environments, convinced us that Waves MaxxAudio was the right audio partner for the Pa3X. We have always asked the Professional Arranger musicians and audience to 'Listen and Believe'; we can now do so with more confidence than ever."

"For decades, Korg has been at the forefront of the M.I. market, and we're delighted that they've chosen Waves real-time mastering tools to enhance their sound," stated Tomer Elbaz, General Manager of Waves Audio Semiconductor and Licensing Division. "It has been great to work with Korg's engineering team on the Pa3X, resulting in a new benchmark for professional arranger workstations."

For more information, please visit [www.korg.com](http://www.korg.com) and [www.maxx.com](http://www.maxx.com).

### **About Waves Ltd.:**

From its start in the early '90s with the introduction of the Q10 equalizer plugin, Waves, a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets, has gone on to develop a comprehensive line of over 100 audio plugins including industry standards like the L1 and L2 Ultramaximizers, popular vintage console models, and innovative mixing tools like Vocal Rider and the Artist Signature Series. Waves technologies are now used to improve sound quality in virtually every sector of the audio market, from recording, mixing, mastering and post production to broadcast, live sound, and consumer electronics. Waves has over 15 years of expertise in the development of psycho-acoustic signal processing algorithms that leverage knowledge on the human perception of hearing to radically improve perceived sound quality. Waves' award-winning processors are utilized to improve sound quality in the creation of hit records, major motion pictures, and popular video games worldwide. Waves offers computer software solutions as well as hardware plus software solutions for the professional and broadcast markets. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications. Waves' Maxx technologies dramatically enhance audio performance and are used by industry leaders such as Sony, Sanyo, JVC, Toshiba, and many others. For more information, visit the Waves web site at

<http://www.waves.com>.

**About Korg:**

Since its founding in 1963, Korg has been at the forefront of technical innovation and displayed a strong musical sensibility in developing its groundbreaking range of musical instruments. Countless awards from around the world, and recognition from millions of musicians in all spheres of musical life, testify to the success of this vision. Developed by Korg engineers in Japan and Italy, with voicing provided by musicians everywhere, the Korg Arranger instruments are the most successful Arranger keyboards ever produced, and are found on stages worldwide.

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