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PRESS RELEASE

Waves MaxxAudio 3 Technologies Available on the Texas Instruments TAS3x Family of Audio Processors

Las Vegas, NV - January 7, 2010– Waves Audio announced today that its latest MaxxAudio 3 algorithms are now available for Texas Instruments' TAS3x audio system-on-chips (SoCs). Manufacturers can now implement the power of MaxxAudio algorithms on TAS3x processor-based designs such as television 5.1 audio systems, mp3 docking stations, self-powered multimedia speakers, home theatres, car audio systems, and more. Waves and Texas Instruments will both be offering live demonstrations of the new MaxxAudio 3 for TAS3x processors at both the Waves Audio demo suite as well as the Texas Instruments Performance Audio demo suite at CES, January 7th–10th, 2010, in Las Vegas.

Waves is the leading developer of professional audio digital signal processing solutions, heard on hit records, major motion pictures, and popular video games the world over. With the implementation of MaxxAudio 3, TI's TAS3x SoCs employ the same algorithms used in Waves pro audio processors, resulting in powerful development tools for manufacturers and outstanding sonic performance for consumers.

MaxxAudio 3 is the next generation of embedded software featuring new and improved bass management for small speakers, patented dialog detection and enhancement technologies, and a state-of-the-art Leveler for comprehensive perceived loudness control.
 Key features include:

- MaxxBass for improved perceived bass response

- MaxxTreble for increased high frequency fidelity

- MaxxStereo for expanded stereo imaging of headphones and speakers

- MaxxDialog for clear and crisp dialog

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- MaxxVolume for dynamic conditioning and level maximization

- MaxxLeveler for steady volume

"Waves is proud to bring our tradition of sound engineering excellence to Texas Instruments-powered applications" says Tomer Elbaz, General Manager of Waves Semiconductor and Licensing Division, "By embedding MaxxAudio on TAS3x audio system-on-chips, we make studio-quality audio processing accessible to more of TI's customers than ever before."

TI's TAS3x audio SoCs feature a 48-bit, 135 MHz digital audio processor, as well as a number of analog integration options including ADCs, DACs and PWM modules. The TAS3x audio SoCs have enough processing power to provide home audio developers with full control of audio processing, including matrix decoding and a variety of sound algorithms.

"Waves' latest MaxxAudio 3 embedded software gives our customers a key advantage in developing the latest audio applications, which need crisp, balanced and dynamic audio. TI's graphically programmable TAS3x SoCs, coupled with MaxxAudio 3, reduce software development time and allow end equipment manufacturers to reach the market faster with advanced audio products," says Mark Watts, Performance Audio marketing manager, TI.

To schedule a live demonstration of Waves MaxxAudio technologies, please contact maxx@waves.com.

About Waves Ltd

Waves is a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets. 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

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About the Texas Instruments Developer Network

Waves Audio is a member of the TI Developer Network, a community of respected, well-established companies offering products and services based on TI analog and digital technology. The Network provides a broad range of end-equipment solutions, embedded software, engineering services and development tools that help customers accelerate innovation to make the world smarter, healthier, safer, greener and more fun. www.ti.com/dspdevnetwork