



PRESS RELEASE

Contact: Daniel Weizmann
Email: danielw@waves.com
Tel: 1-865-909-9263

NEC Adopts Waves MaxxAudio Sound Enhancements

— Pro audio algorithms bring new depth to desktop and laptop computer sound —

Tel-Aviv, Israel XX XXX 2008 - Waves Audio today announced that its MaxxAudio sound enhancement algorithms are now being implemented by NEC in its Valuestar N and LaVie C computers. Just released in Japan, the Valuestar all-in-one desktop and the Lavie C notebooks are the latest in NEC's extensive product line. NEC has previously used Waves MaxxBass® in its Valuestar W and VR series computers, and now, for the first time, they are implementing 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 of headphones and speakers; and MaxxEQ for balanced frequency response.

["We believe MaxxAudio, with its high capability for conditioning and optimizing of audio quality for better, clearer sound, is the most suitable audio solution for next generation PCs, by which users can enjoy a variety of multimedia content. As use of high-vision content such as Blu-ray and digital TV is growing, NEC is dedicated to continuous technological innovation, the expansion of benefit and satisfaction for our customers, with close collaboration with Waves,"](#) said Mr. Kazuhisa Iga, Strategic Technologies Marketing Expert, NEC Personal Products, Ltd.

more...

Waves is the world leader in digital sound processing technology, heard on hit records, major motion pictures, and popular video games everywhere. These same Waves algorithms can now be used in a wide variety of CE applications including TVs, mp3 docking stations, mobile phones, headphones, speakers, and more.

Valuestar N is NEC's compact, all-in-one PC with digital TV and DVD playback features, designed for ease of use.

For further information, please visit <http://121ware.com/valuestar/n/>

LaVie C is NEC's premium notebook PC with high quality speakers, high performance CPU and GPU, for playback of a variety of high-vision content, such as Blu-ray and DVD.

For further information, please visit <http://121ware.com/lavie/c/>

"Waves is pleased to be working with NEC in delivering a high quality sound experience in these new models," stated Elad Loker, general manager, Waves Semiconductor and OEM Licensing Division.

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

About NEC

The major business area of NEC Personal Products, Ltd. includes the planning, development, production, sales and support of PC products, as well as the sales of information storage products and OEM business for electronics systems.

In PC business, NEC Personal Products operates on a fully integrated basis from product planning to sales/support. NEC's corporate goal is to achieve CS No.1, through advanced

support with our technical expertise and with nationwide sales channels as well as 24 hour customer call centers to respond directly and promptly to various customer requests and needs. For further information, please visit http://www.necp.co.jp/company/index_e.html

Contact Information:

Waves North America Office

Waves, Inc., 306 West Depot Avenue, Suite 100, Knoxville, TN 37917;

Tel: 865-909-9200, Fax: 865-909-9245, Email: info@waves.com, Web: www.waves.com.

Waves Corporate Headquarters Israel

Waves Audio Ltd., Azrieli Center, The Triangle Tower, 32nd Floor, 132 Derech Petach-Tikva

Tel-Aviv 67027, Israel, Phone: +972-3-608-4000 , Fax: +972-3-608-4056, www.waves.com.

NEC Personal Products, Ltd.

Mr. Kazuhisa Iga, Strategic Technologies Marketing Expert,

Product Planning Department, Product Planning Division, PC Operations Unit

Email: iga@bq.jp.nec.com

###

All product and company names herein may be trademarks of their respective owners.