



## Waves MaxxAudio® Sound-Enhancement Technology Is Now Available on Knowles' Advanced Audio Processors

*SAN FRANCISCO, CA, May 15, 2018* – Waves Audio, the preeminent provider of intelligent audio in consumer electronics and leading developer of DSP for the professional audio market sector, and [Knowles Corporation](#) (NYSE: KN), a market leader and global supplier of advanced micro-acoustic, audio processing, and precision device solutions, have launched a new cooperative effort. Today, at the Knowles Intelligent Audio Conference held in conjunction with IoT World 2018, it was announced that Waves' MaxxAudio® sound-enhancement technology is now available on the Knowles newest advanced audio processor IA8508 and successfully utilized on the Knowles IA8508 reference design platform.

During IoT World 2018, Knowles is demonstrating its smart speaker reference design that incorporates an 8-microphone array coupled with a multi-core DSP, in an enclosure housing stereo speakers. With this design, available as the development kit (KN8508AHUBDEVKIT), manufacturers will benefit from Knowles leadership in microphone technology, audio processors, and Waves MaxxAudio incorporating a host of proprietary signal-processing technologies to deliver enhanced, dynamic and immersive sound, with better definition, deeper bass and a more enveloping sound field. The reference design provides a turnkey solution for manufacturers to move to high-performance audio, both on the input and output processing, by implementing the IA8508 audio processor within their own products industrial design.

The IA8508 is a four-core DSP with a high compute, custom Xtensa-based DMX, HMD HiFi3, SSP (Single sample processor) for latency, and multipurpose Cortex M4. These are combined with a NXP Pico Pi application processor in the development platform using an ARM A7. In the reference design, MaxxAudio code is embedded in the ARM A7 core, with the HMD HiFi 3 core targeted as the next MaxxAudio host.

Tomer Elbaz, Executive Vice President of Waves, stated: “Knowles adding our MaxxAudio studio-quality sound enhancement suite to their multi-core DSP chipset further underscores both of our company’s commitment to providing the highest-quality audio solutions available. The Knowles’ solution will provide the same renown Waves signal processing and audio technologies used by leading audio professionals in broadcast, film, live shows and recording studios.”

MaxxAudio provides significantly improved audio quality, using technologies that are directly derived from the company’s professional studio processing heard on countless hit records, major motion pictures and popular video games. MaxxAudio incorporates a suite of proprietary audio enhancements including MaxxVolume™, MaxxLeveler, MaxxTreble™, MaxxDialog, MaxxStereo™, MaxxBass® and

MaxxEQ™. MaxxAudio offers optimum sonic performance whether listening through speakers or headphones. Its processing works in real time for consistently satisfying high-quality sound.

In conjunction with IOT World 2018, the Knowles Intelligent Audio Conference brings together system OEMs, H/W developers, S/W developers, ecosystem partners, application developers, industry analysts, venture capitalists and the media for a comprehensive educational event covering technical and market developments in the connected-audio space. Attendees will learn about the latest advances in voice and audio processing, low-power wake words, contextual awareness, investor trends and developer tools. Experience hands-on demos by the leading ecosystem providers.

For more information, please visit <http://www.waves.com> or connect with us on Twitter @WavesAudioLtd

#### About Waves Audio

Waves is the world-leading developer of audio DSP technologies and the driving power behind hit records, major motion pictures and popular video games the world over. A recipient of a Technical GRAMMY® Award, Waves is acclaimed by top professional and prosumer users worldwide. More than 400,000 recording studios, mixing and mastering facilities use Waves' portfolio of cutting edge technologies on a daily basis to create top-selling music, movies and games. Waves' professional technologies, 25 years of expertise, and passion for sound are now utilized for all premium audio experiences on consumer electronics devices.

#### About Knowles Corporation

Knowles Corporation (NYSE: KN) is a market leader and global provider of advanced micro-acoustic, audio processing, and precision device solutions, serving the mobile consumer electronics, communications, medical, military, aerospace, and industrial markets. Knowles uses its leading position in MEMS (micro-electro-mechanical systems) microphones and strong capabilities in audio processing technologies to optimize audio systems and improve the user experience in mobile, ear, and IoT applications. Knowles is also the leader in acoustic components used in hearing aids and has a strong position in high-end capacitors. Knowles' focus on the customer, combined with unique technology, proprietary manufacturing techniques, rigorous testing, and global scale, enables it to deliver innovative solutions that optimize the user experience. Founded in 1946 and headquartered in Itasca, Illinois, Knowles is a global organization with employees in 11 countries. For more information, visit [knowles.com](http://knowles.com).

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