



Waves Audio and CEVA Partner for Far-Field Voice Pick Up and Psychoacoustic Sound Enhancement Solutions targeting Mobile, Smart Home and Wireless Audio Markets

Jointly optimized solutions combine Waves' MaxxAudio® and MaxxVoice™ technologies with CEVA audio/voice DSP, delivering unprecedented performance and power efficiency; Companies to demonstrate solutions at Mobile World Congress 2017

MOUNTAIN VIEW, Calif., – February 21, 2017 – CEVA, Inc. (NASDAQ: CEVA), the leading licensor of signal processing IP for smarter, connected devices, and [Waves Audio](#), the world-leading developer of audio DSP technologies, announced today that the companies have collaborated to address the substantial demand for far-field voice pickup and psychoacoustic sound enhancement solutions across the mobile, smart home and wireless audio markets.

Integrating and optimizing Waves Audio's highly-acclaimed MaxxAudio and MaxxVoice technologies with CEVA's industry-leading audio/voice DSP, the companies have created powerful, yet power-efficient solutions with a host of features that truly enhance the user experience. CEVA and Waves Audio will present these solutions at Mobile World Congress 2017, in Barcelona, Spain from February 27th to March 2nd in CEVA's booth located at Stand A50 in Hall 6.

For devices targeting far-field voice applications, MaxxVoice not only improves speech recognition, but also integrates far-field voice pick up and barge-in capabilities using acoustic echo cancellation (AEC). For devices that require huge sound, thundering bass and a host of other acoustic enhancements, the MaxxAudio suite of technologies delivers outstanding results. CEVA and Waves Audio offer highly-optimized, cost-efficient solutions for these use cases where the CEVA audio/voice DSP has ample performance to run both suites of technologies, simultaneously, if required.

"In the new age of smart devices, voice is becoming a primary interface to control and interact, requiring advanced algorithms and processors to deliver a seamless experience," said Tomer Elbaz, EVP & GM Consumer Electronics Division of Waves Audio. "The availability of our technologies on CEVA's audio/voice DSP will let more customers fully maximize the potential of their devices' voice and audio capabilities. Our shared offering makes a highly compelling embedded solution for any low-power, audio or voice-enabled platform."

"Voice and audio are at the forefront of many of the most exciting new applications in the consumer and electronics industries, taking advantage of new techniques and technologies to deliver vastly

enhanced user experiences,” said Eran Belaish, product marketing manager, audio & voice at CEVA. “We’ve worked closely with Waves Audio to create the lowest power implementations of their award winning studio-quality voice and audio solutions available today, leveraging the performance and efficiency of our audio/voice DSP.”

About Waves Audio Ltd.

Waves Audio 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 Audio is acclaimed by top professional and prosumer users worldwide. More than 400,000 recording studios, mixing and mastering facilities use Waves Audio's portfolio of cutting edge technologies on a daily basis to create top-selling music, movies and games. Waves Audio's professional technologies, 25 years of expertise, and passion for sound are now utilized to meet mobile audio challenges and deliver premium audio experiences on consumer electronics devices.

About CEVA, Inc.

CEVA is the leading licensor of signal processing IP for a smarter, connected world. We partner with semiconductor companies and OEMs worldwide to create power-efficient, intelligent and connected devices for a range of end markets, including mobile, consumer, automotive, industrial and IoT. Our ultra-low-power IPs for vision, audio, communications and connectivity include comprehensive DSP-based platforms for LTE/LTE-A/5G baseband processing in handsets, infrastructure and machine-to-machine devices, advanced imaging, computer vision and deep learning for any camera-enabled device, audio/voice/speech and ultra-low power always-on/sensing applications for multiple IoT markets. For connectivity, we offer the industry’s most widely adopted IPs for Bluetooth (low energy and dual mode), Wi-Fi (802.11 a/b/g/n/ac up to 4x4) and serial storage (SATA and SAS). Visit us at www.ceva-dsp.com and follow us on [Twitter](#), [YouTube](#) and [LinkedIn](#).

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