



## **WAVES CONTINUES TO LEAD THE DIGITAL AUDIO PROCESSING MARKET FOR SMART COMMUNICATION DEVICES THROUGH NEW TECHNOLOGY PARTNERSHIPS**

*Waves®, the preeminent provider of intelligent and spatial audio in consumer electronics now reaches millions of homes across North America as top consumer electronics companies continue to adopt their technologies*

**SAN FRANCISCO, CA, JANUARY 2, 2019** – Waves®, the preeminent provider of intelligent audio solutions in the consumer electronics market is elevating audio and communication quality in more devices than ever before through the growing adoption of their technologies by top hardware manufacturers. Waves® mission is to bring premium quality audio experience to consumers. Their technologies can now be found in mobile communication devices, headphones, laptops, TVs, AR/VR/Gaming headsets, and smart home devices – the average consumer most likely already has a smart device powered by Waves®.

Waves®, recipient of a Technical Grammy Award®, has been providing professional sound solutions for more than 25 years. Waves® technologies have been used for sound in movies, music, communications and games. Now these technologies are finding a home in the most prevalent smart communication and assistance devices.

Ever increasing consumer expectations for devices have created challenges for manufacturers. Waves® is uniquely positioned to help consumer electronics industry leaders by giving them an edge by maximizing their products' sonic and AI potential through efficient software solutions versus time-consuming hardware redesigns. Waves® technologies were developed to intelligently maximize the sound quality of mobile and smart devices no matter how challenging the device design is, the type of content it's dealing with, how the device is positioned, or how noisy the background environment is.

Waves® consumer audio processors, Waves Maxx®, and Waves Nx® are powerful design tools for hardware manufacturers who want to ensure their products will exceed growing consumer demands. For example, as part of the Waves Maxx® suite, MaxxBass® acts as a virtual subwoofer on devices with ever-smaller speaker components to not only

maintain but extend bass performance. In addition, as more and more content is enjoyed on mobile devices, MaxxVolume® delivers maximum volume levels and clarity without distortion optimizing audio for movies, music, streaming media, games, and online communication. From content creation to delivery, the Waves Maxx® suite offers consumers unparalleled sound performance for mobile communication devices, headphones, laptops, TVs, and smart home devices. Also, Waves Nx® with motion tracking offers the world's most immersive and realistic 3D audio for AR/VR/Gaming and entertainment headsets.

"One of the primary goals of our consumer division is to leverage our professional audio processors to intelligently optimize mobile and smart communication and assistance devices", stated Tomer Elbaz, EVP & GM, Consumer Electronics Division of Waves Audio. "The continued adoption of our technologies by leading hardware companies upholds Waves mission to deliver an immersive audio experience for consumers all over the world."

Learn more about Waves technologies at [www.Maxx.com/applications/home](http://www.Maxx.com/applications/home) or schedule a meeting with us at CES: [CES2019@waves.com](mailto:CES2019@waves.com), for more information about the corporation, 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 pristine sound are now utilized to deliver premium audio experience on consumer electronics devices.

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