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## **New MaxxPlayer™ Improves Windows Media Player Sound**

*Reduces volume jumps, delivers fuller sound and wider stereo*

**Consumer Electronics Show, Las Vegas, NV, January 7, 2005** — WAVES AUDIO LTD., announced today its new MaxxPlayer™, a plug-in for Microsoft's (NASQ: MSFT) Windows Media™ Player that smoothes sudden volume changes, enhances fidelity, and improves the stereo sound. Waves is the world's leading provider of signal processing software to audio professionals in the film, music, and gaming industries. MaxxPlayer utilizes many of Waves award-winning technologies including patented and patent pending technologies.

MaxxPlayer includes iVolume™, MaxxBass®, MaxxHF, Equalization and MaxxStereo™ technologies, controlled via an easy-to-use graphical interface. The MaxxPlayer plug-in is downloadable at [www.maxxplayer.com](http://www.maxxplayer.com).

iVolume reduces annoying volume variations between MP3 files, songs, movies and TV shows so users don't have to constantly adjust the volume. MaxxBass and MaxxHF extend the perceived frequency response of loudspeakers in bass and high frequency ranges. MaxxStereo improves spaciousness from closely located stereo speakers using room reflections.

"MaxxPlayer draws from the advanced psychoacoustic technologies Waves has developed for the professional audio industry and uses them to dramatically improve the perceived sound of Windows Media Player," stated Gilad Keren, CEO and co-founder of Waves. "The DSP algorithms in MaxxPlayer will also be licensed to selective OEMs. This technology is an elegant way to improve the sound of nearly any consumer electronic product that reproduces audio: computers, docking stations for MP3 players, CD players, and car radios are just a few

examples. We expect to see a lot of companies licensing our technology and putting it in DSP hardware for consumer electronics.”

***About Waves Audio Ltd:***

Waves is the world’s leading provider of audio signal processing tools for professionals. Its processors are used to improve sound quality in the creation of practically all of the world’s most popular music, movie soundtrack and multimedia titles. Waves offers both award-winning embedded software for digital audio workstations and various hardware products tools to the world’s most successful and demanding audio professionals. For more information, visit [www.waves.com](http://www.waves.com).

With more than a decade of leadership in the development of psychoacoustic signal processor algorithms, Waves now offers a variety of solutions under the Maxx® brand to manufacturers of consumer electronics to dramatically improve performance or reduce system costs. These solutions include custom semiconductor devices and licensing Waves proprietary algorithms to DSP and computer platforms. Its Maxx solutions are rapidly being adopted by firms such as Altec Lansing, Audio Products International, Samsung, Sanyo, Sony, Virgin Electronics and many other top consumer electronic firms.

For more information on the benefits and products available using MaxxBass technology, visit [www.maxxbass.com](http://www.maxxbass.com) or call the toll-free number 866-MaxxBass.

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