



**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

Fax: (615) 662-1636

**FOR IMMEDIATE RELEASE**

**WAVES AUDIO AND APPLE PRO AUDIO RESELLERS  
WRAP UP SUCCESSFUL “WAVES LOGIC® STUDIO TOUR”**

— Capacity crowds fill events featuring legendary producer/engineer Eddie Kramer —

*TEL AVIV, ISRAEL, October 9, 2008* — Waves Audio’s “Waves Logic® Studio Tour,” the latest in its series of educational events, concluded on October 8<sup>th</sup> at Long & McQuade in Toronto, Ontario. The Tour featured legendary producer/engineer Eddie Kramer, along with Waves Product Specialists, demonstrating Waves’ award-winning plug-ins in conjunction with Logic Studio and other Apple professional audio applications. Other dates had Kramer and the Waves crew criss-crossing North America throughout September, presenting to excited capacity crowds in New York City, the D.C. metropolitan area, Fort Wayne, IN, Nashville, Seattle, Vancouver, Atlanta and L.A., before ending in Toronto.

In the course of a production and engineering career that has spanned 30 years, Eddie Kramer has been behind the board for the biggest names in music — The Rolling Stones, Traffic, Peter Frampton, Carly Simon, Joe Cocker, Johnny Winter, David Bowie, The Beatles and Bad Company, just to name a few. But he is perhaps best known for three long-term associations – Jimi Hendrix, Led Zeppelin and Kiss – in which he not only helped create some of the most important music of the rock era but also set production standards that set him aside as a true innovator; his work with these artists produced music which continues to influence rock musicians and producers today. During The Waves Logic Studio Tour, Kramer gave attendees

insight into his creative mind as he applied his expert techniques developed over four decades of music-making history to today's cutting-edge audio technologies.

At each Tour appearance, Kramer produced a live session, including guitar recording, processing, and mixing, utilizing the latest Waves plug-ins and Logic Studio. Kramer also demonstrated Logic Pro 8's new advanced editing tools, including its revolutionary Take Folders and Quick Swipe Comping features, and he took an in-depth look at Waves' award-winning modeled SSL, V-Series and API plug-ins. Finally, each appearance included a listening session with Waves' new Jack Joseph Puig Collection (featuring models of classic Fairchild and Pultec units) and Q&A with Kramer.

Gilad Keren, CEO of Waves Ltd., commented: "As we finish up another successful round of Waves events, we are proud that The Waves Logic Studio Tour has set new standards, providing innovative, exciting ways to enhance the Waves user experience. Attendees enjoyed a rare chance to hear from the legendary Eddie Kramer and experience these Waves and Apple products like never before."

### About Waves

For the past 15 years, Waves has been at the helm of the digital audio revolution, creating the groundbreaking processors that have changed the way people make music. Heard on hit records, major motion pictures, and popular video games worldwide, Waves' over 90 cutting-edge software and hardware processors are used in every aspect of audio production, from tracking to mixing to mastering, broadcast, live, and more. Additionally, Waves offers semiconductor and licensable algorithms for consumer electronics such as laptops, cellphones, televisions, and portable speakers, which are used by industry leaders including Sony, Sanyo, JVC, Toshiba and many others.

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Photo File: Waves\_LogicTour1.JPG

Photo Caption: Eddie Kramer at a recent stop on "The Waves Logic® Studio Tour," presented by Waves in association with Logic and other Apple professional audio applications.

### About Waves Ltd.:

Waves is a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets. Waves has fifteen years of expertise in the development of psychoacoustic signal processing algorithms that leverage knowledge on the human perception of hearing to radically improve perceived sound quality. Waves' award-winning processors are utilized to improve sound quality in the creation of the world's most popular music, movie soundtracks, and multimedia titles. Waves offers computer software solutions and hardware plus software solutions for the professional and broadcast markets. Waves also offers semiconductor with embedded software solutions under the Maxx brand for consumer electronics audio applications. Waves' Maxx technology dramatically enhances audio performance in consumer applications and has been licensed to several leading companies, including Motorola and Microsoft. For more information, visit the Waves web site at <http://www.waves.com>.

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### Waves Contacts:

#### ***North America Offices:***

Waves, Inc., 2800 Merchants Drive, Knoxville, TN 37912;

Tel: 865-909-9200, Fax: 865-909-9245, Email: [info@waves.com](mailto:info@waves.com), Web: <http://www.waves.com>

#### ***Corporate Headquarters Israel:***

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

Tel-Aviv 67027, Israel; Tel: 972-3-608-4000, Fax: 972-3-608-4056, Email: [info@waves.com](mailto:info@waves.com),

Web: <http://www.waves.com>

#### ***Waves Public Relations:***

Clyne Media, Inc., 169-B Belle Forest Circle, Nashville, TN 37221;

Tel: 615-662-1616, Fax: 615-662-1636, Email: [robert@clynemedia.com](mailto:robert@clynemedia.com),

Web: <http://www.clynemedia.com>