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**FOR IMMEDIATE RELEASE**

## **SIMPLE MINDS' ANDY GILLESPIE FINDS THAT WAVES PLUG-INS CAN HANDLE IT ALL**

— Citing intuitive user interface, exceptional processing power, and great sounds, Gillespie chooses Waves as his primary effects platform because it lets him get to the music quickly —

*NAMM WINTER SESSION, ANAHEIM, CA, January 15, 2004* — Simple Minds has been making music that's anything but simple since the band's founding in Glasgow in 1978. Best known for 1985's "Don't You (Forget About Me)," the group has combined elements of art-rock and epic pop in a fluent stream, with their most recent releases including 2002's *Cry* and *Our Secrets Are the Same* in 2003. Bassist Andy Gillespie is an integral part of Simple Minds' sound, and when it comes time to choose how to process those sounds, Gillespie is an ardent fan of Waves DSP plug-ins.

"I like to use Waves as my main processing core because the plug-ins are intuitive to edit, and also because I'm so accustomed to the interface," remarks Gillespie. "Once you know one of the plug-ins, the others are instantly familiar, and they cover most of the effects needed for even the most varied requirements. Sometimes, because I'm not an engineer, all I want to do is tweak something and listen to it. The Waves interface lets you do this instantly. You can change all these parameters simultaneously, which allows you more time to listen to what's happening rather than thinking about it. I can remember spending hours with vintage harmonizers, compressors, and EQ's, programming multiple delays or pitches, and feeling afterwards like I had just run a marathon. Now programming the same thing on some of the Waves Renaissance plug-ins takes me minutes."

Gillespie explains, "When we worked on our last studio album *Cry*, it was recorded and mixed entirely in Pro Tools. There was no outboard gear used on the mixes and we used Waves plug-ins. Also, when I process guitar parts I'm a bit of an effects freak, so I love playing

around with the Enigma, Supertap, and Ultrapitch plug-ins. Using Enigma I find it especially easy to create an ambience that is very understated. I like to tweak the parameters, especially when I'm using Ultrapitch or Supertap, because the beauty of these processors is they have multiple functions which to explore properly you have to invent a scenario in your head and then tweak it to get close to what you want."

Waves processing is a part of the Simple Minds' recorded sonic palette in the studio and live. Gillespie recalls, "On the intro tape on our *Floating World* tour we had a bass sequence which was filtered and moved around. I used the Waves PS22 and automated it to move the thing around the stereo. While I use Waves mainly in the studio, something that excites me for the future is the idea of running a sequence live from a program and automating plug-ins as my guitar processor rather than using external effects."

...ends 446 words

#### About Waves Ltd.:

Waves is a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets. Waves has ten years of expertise in the development of psycho-acoustic 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 the 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 is exhibiting at Booth #6424 during the 2004 NAMM Winter Session in Anaheim, CA.**