

**Waves Audio Director of Creative Innovation Jack Joseph Puig Co-Presents Dell Talks to Top International Retailers**

Puig co-presented with Doug Peeler (Sr. Principal Engineer – Audio Technology and Strategy, Dell CTO Group); the talks focused on CinemaSound, the audio aspect of Dell’s revolutionary Dell Cinema concept

***KNOXVILLE, TN, March 7, 2018*** – Recently, Jack Joseph Puig, multi-GRAMMY® award-winning producer/engineer and Director of Creative Innovation at [Waves Audio](http://www.waves.com/), a global leader in audio DSP technologies, co-presented two Dell Talk sessions at EastWest Studios in Los Angeles on Tuesday, March 6, 2018. The two town-hall-style talks, co-helmed with Doug Peeler (Dell’s Principal Audio Technologist), were presented to standing-room-only crowds of Dell’s top international retailers.

The talks were titled “CinemaSound – Best sound experience in a PC!” and centered on CinemaSound, the audio aspect of the Dell Cinema concept, which provides users with an immersive cinematic experience at their fingertips with incredible color, streaming, and sound. With CinemaSound, Waves MaxxAudio® Pro boosts volume and clarifies every tone, so Dell Cinema users experience studio-quality sound and the clearest possible dialog. At these sessions, Puig and Peeler took attendees behind the scenes of the development of Waves MaxxAudio Pro, the collaboration between Waves and Dell on CinemaSound, and the platform’s impact on the sound experience.

“With Dell Cinema and CinemaSound, Dell has identified audio as one of the three pillars of the multimedia experience,” stated Puig. “Waves has a longtime relationship with Dell and has contributed to the success of CinemaSound with our MaxxAudio technologies, and it was great to be able to share our perspective on the collaboration leading to this remarkable all-in-one multimedia platform at the Dell Talk at EastWest Studios on March 6. I thank Doug for sharing the stage with me as we presented to Dell’s loyal family of international retailers.”

Photo file: JJP\_DellTalk.JPG

Photo caption: Pictured L-R: Jack Joseph Puig, multi-GRAMMY® award-winning producer/engineer and Director of Creative Innovation for Waves Audio; and Doug Peeler, Dell’s Principal Audio Technologist, at a Dell Talk at EastWest Studios in Los Angeles on Tuesday, March 6, 2018.

**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 sound are now utilized for all premium audio experiences on consumer electronics devices.

For more information, please visit <http://www.waves.com> or connect with us on Twitter @WavesAudioLtd

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