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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Joins Elite Industry Panel at SVG Europe Sports Audio Summit**

*Knoxville, TN, November 29, 2022* — [Waves Audio](http://www.waves.com/), the world’s leading developer of professional audio signal processing technologies and plugins, today announced that Greg Kopchinski, Waves Live and Install Product Manager, will join an elite industry panel at the Sports Audio Summit hosted by SVG Europe on December 7, 2022. The panel session, titled “Exploring the sound of sports production virtualization in the cloud,” features participants from Warner Bros. Discovery Sports, Sky Sports, and other audio production companies.

The Sports Audio Summit will be held at King’s Place in London and features a full-day program for audio experts to explore the most exciting and disruptive technologies and workflows used today in sports broadcasting technology.

Earlier this year, Waves introduced the [Cloud MX Audio Mixer](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer), a cloud-based professional audio mixer that delivers pristine audio, high-precision mix control, and creative processing capabilities with Waves plugin integration in a scalable, broadcast-ready cloud workflow. Since the product introduction, Waves has assisted several broadcasters as they evaluated the transition to cloud production workflows.

In the past month, Waves also announced that the Cloud MX application had completed the Amazon Web Services (AWS) Foundational Technical Review (FTR). The FTR is led by an AWS Partner Solutions Architect (PSA) who reviews AWS Partner products and solutions against a specific set of requirements based around security, reliability and operational excellence as defined by the AWS Well-Architected Framework. As an AWS Partner, Waves is now able to further review projects against FTR requirements, adhering to best practices and ensuring the best possible customer experience.

The Sports Audio Summit session with Waves’ Kopchinski will review what the cloud offers today for audio in sports broadcasting, what is being deployed in Europe, how it is driving manufacturers’ product roadmaps, and where audio stands in this virtual future. Kopchinski will bring insight from multiple customer evaluations and deployments to the discussion, along with key insights to the future capabilities of cloud-based audio workflows.

Kopchinski will also be available throughout the event to meet with engineers and production managers attending the Summit.

Heather McLean, SVG Europe editor and head of SVG Europe Audio, commented, "The Sports Audio Summit is going to be a spectacular day for the European audio community. We have a packed agenda and the highest level speakers in sound, so make sure you register now and come and join us in London on 7 December."

Registration for the Sports Audio Summit is complimentary for qualifying sports production professionals working in the business of European sports broadcasting and production, including broadcasters, OTTs, OBs, facilities, clubs, associations, federations, leagues, production, education and venues. More information and registration details can be found at the event website here: <https://www.svgeurope.org/sports-audio-forum-2022/>.

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Photo file 1: CLOUD\_MX.JPG

Photo caption 1: Waves Cloud MX Audio Mixer

About Waves Audio Ltd.:

Waves is the world’s leading developer of audio DSP solutions for music production, recording, mixing, mastering, sound design, post-production, live sound, broadcast, commercial and consumer electronics audio markets. Since its start in the early '90s, Waves has developed a comprehensive line of over 250 audio plugins and numerous hardware devices. For its accomplishments, Waves received a Technical GRAMMY® Award in 2011, and its early flagship plugin, the Q10 equalizer, was selected as an inductee into the TECnology Hall of Fame.

Increasingly leveraging pioneering techniques in artificial intelligence, neural networks and machine learning, as well as the company’s three decades of accumulated expertise in psychoacoustics, Waves technologies are being used to improve sound quality in a growing number of market sectors. Around the world, Waves’ award-winning plugins are utilized in the creation of hit records, major motion pictures, and top-selling video games. Additionally, Waves now offers hardware-plus-software solutions (including the revolutionary eMotion LV1 mixer) for professional audio markets. The company’s WavesLive division is a leader in the live sound sector, spearheading the development of solutions for all live platforms. Products from Waves Commercial Audio enable A/V system integrators and installers to deliver superior sound quality for corporate, commercial, government, educational, entertainment, sports and house-of-worship applications. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications, used in laptops, smartphones, smart speakers, gaming headsets, TVs and more from industry leaders such as Dell, Google, Fitbit, Acer, Asus, Hisense and others.

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