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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Proven Interoperability of the Waves Cloud MX Audio Mixer with Grass Valley AMPP Enables Advanced Audio Processing for Top-Quality Live Broadcast Productions**

— Waves and Grass Valley will demonstrate advanced audio processing and mixing for live broadcast productions at Grass Valley’s booth, Central Hall #C2408, at the NAB Show at the Las Vegas Convention Center, April 16-19 —

*NAB Show, Las Vegas, NV, April 16, 2023* — At the Grass Valley booth at the NAB Show (Las Vegas Convention Center, [Central Hall #C2408](https://nab23.mapyourshow.com/8_0/floorplan_link.cfm?show_id=NAB23&alt_entry=true&curr_pri=facility&booth=C2408&exhid=122)), [Waves Audio](https://www.waves.com/), the world’s leading developer of professional audio signal processing technologies and plugins, will demonstrate advanced audio processing and mixing for live broadcast productions, using Waves [Cloud MX Audio Mixer](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer) with Grass Valley’s [Agile Media Processing Platform (AMPP)](https://www.grassvalley.com/ampp/ampp-platform/). The features provided through the cloud integration of both platforms offer unprecedented creative capabilities and production options for broadcast and media professionals. The demos will take place during the convention’s exhibitor showcase, Sunday, April 16, through Wednesday, April 19.

The Waves Cloud MX Audio Mixer delivers state-of-the-art audio mixing and processing for cloud-based live productions and now includes compatibility with Grass Valley AMPP workflows. The GV Media Alliance is a group of media organizations dedicated to providing fully tested, integrated solutions that enable the industry to create innovative, high-performing media workflows running on-prem and in the cloud.

This new compatibility allows broadcasters and media organizations to easily integrate the advanced audio processing and mixing capabilities of Waves Cloud MX with AMPP by connecting both platforms in an NDI®-based cloud environment.

“Waves is delighted to exhibit at NAB, the Waves Cloud MX Audio Mixer’s interoperability with Grass Valley AMPP,” says Noam Raz, Waves Live Division General Manager. “The features provided through the cloud integration of both platforms, enables broadcast professionals to directly benefit from a superior-sounding cloud-based mixer, with finer control over your audio. Cloud MX enables a new level of audio fidelity, flexibility and control to your broadcast production—with superior uncompromising sound quality.”

“Creatives who use AMPP really appreciate the fact that they can get right to work with familiar workflows and user interfaces,” says Trevor Francis, Director of Indirect Product Strategy for Grass Valley. “Bringing Waves Cloud MX Audio Mixer into the AMPP ecosystem lets audio experts focus on their craft rather than the technology supporting it. That provides a positive outcome for everyone.”

Waves Cloud MX is offered with a broad range of industry-leading audio processing plugins, enabling broadcast engineers to integrate studio-quality audio processing directly in their cloud production workflows. Cloud MX remote operator control options include support for multiple touchscreens plus tactile mixing with the Waves [FIT Controller](https://www.waves.com/hardware/fit-controller-for-emotion-lv1#introducing-fit-controller-for-emotion-lv1). Waves Cloud MX Audio Mixer ensures superior audio quality and an advanced mixing workflow without compromise, in a professional cloud environment. The Waves Cloud MX Audio Mixer is [available now through Waves.com](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer), or contact your local Waves sales representative.

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Photo file 1: Waves\_CloudMX.JPG

Photo caption 1: The Waves Cloud MX Audio Mixer with Grass Valley’s Agile Media Processing Platform (AMPP) offers advanced audio processing and mixing for live broadcast productions.

About Grass Valley:
We love live! Grass Valley is the leading technology provider for the live media and entertainment market. We work with 90% of the world’s major media brands, powering their media centers, mobile production units, 24-hour newsrooms, and sports streaming platforms. As the number one trusted partner in media technology, we enable content owners and service providers to create and deliver compelling live experiences in the most efficient way.

Whether it’s IP-native cameras or state-of-the-art cloud production platforms, we’re at the forefront of groundbreaking live media innovation. We continue to pioneer market-leading advances based on cloud and software efficiency to transform live content for the streaming era today and in the future.

Headquartered in Montreal, Grass Valley has been engaged in the media technology business for over 60 years. [www.grassvalley.com](http://www.grassvalley.com).

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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