

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Offers Cloud MX Broadcast Audio Mixer with New Features**

— Cloud MX Broadcast Audio Mixer now supports 32+2 hardware faders and complete tactile control for Waves plugins —

*InfoComm, Orlando, FL, June 14, 2023* — [Waves Audio](http://www.waves.com/) (booth 5868), the world’s leading developer of professional audio signal processing technologies and plugins, recently announced new updates for the Waves [Cloud MX Broadcast Audio Mixer](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer). With this update, Cloud MX now supports 32+2 faders via dual Waves [FIT controllers](https://www.waves.com/hardware/fit-controller-for-emotion-lv1), as well as tactile control of plugins via the Waves FIT Controller, expanding the Cloud MX mixing experience for the user.

The Waves Cloud MX Broadcast Audio Mixer is a professional cloud-based audio mixer. It delivers pristine audio, high-precision mix control, and creative processing capabilities, with full integration of Waves’ massive catalog of audio plugins – all in a scalable, remotely operated, broadcast-ready cloud workflow. With this new update, users can enjoy a fast, streamlined workflow in the cloud, with unmatched audio quality.

The latest Cloud MX updated features:

* **Expand your tactile control to 32+2 faders.** The new Cloud MX update allows users to combine two Waves [FIT Controllers](https://www.waves.com/hardware/fit-controller-for-emotion-lv1#introducing-fit-controller-for-emotion-lv1) to the same mixer. The two FITs can work in tandem, for 32+2 faders and encoders per mix layer, or independently, where each FIT controls a mix layer of the user’s choice.
* **Control plugins directly from the Waves FIT controller.** The Cloud MX update brings a tactile experience to mixing with plugins. Plugin parameters are auto-mapped to the FIT control surface, allowing users to mix with plugins hands-on, with zero manual setup.

In addition to these new features, the Cloud MX Broadcast Audio Mixer features an improved GUI (with updated layout), bug fixes and eight additional user keys.

Cloud MX allows you and your team to bring a new level of audio fidelity, flexibility, and complete control to your broadcast production. The mixer’s control options include multiple touchscreen support, plus tactile mixing with the [Waves FIT Controller](https://www.waves.com/hardware/fit-controller-for-emotion-lv1) and/or Mackie/MIDI controllers. Finally, you can enjoy superior audio quality and a pro mixing workflow without compromise, in a professional cloud environment.

To learn more, click [here](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer).

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Photo file 1: Waves\_CloudMX.JPG

Photo caption 1: Waves Audio has announced new updates for the Waves Cloud MX Broadcast 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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