Knowles Intelligent Audio Conference Featured Keynote Address from Waves Audio Director of Creative Innovation Jack Joseph Puig

In a thought-provoking lecture, multi-GRAMMY® Award-winning producer/mixing engineer/technologist Jack Joseph Puig highlighted the current and future direction of voice and audio processing for connected devices to a packed audience

*SAN FRANCISCO, May 24, 2018* – On Tuesday, May 15, 2018, the Knowles Intelligent Audio Conference, in conjunction with IOT World 2018, featured a keynote address by Jack Joseph Puig, multi-GRAMMY® Award-winning producer/mixing engineer/technologist and Director of Creative Innovation at [Waves Audio](http://www.waves.com/), a global leader in audio DSP technologies. Part of the morning sessions in the Santa Clara Convention Center, the thought-provoking presentation, delivered to a packed audience, was titled “Voice and Audio Processing for Connected Devices.”

In the address, Puig highlighted the value of our sense of hearing and its fundamental nature to the way we perceive the world, and by extension, the importance of the audio experience in terms of our connected devices: “We see with our ears but can’t hear with our eyes,” stated Puig. “Our ears never go to sleep or turn off. Our eyes see 270 degrees, but our ears hear 360 degrees.”

Jack Joseph Puig is renowned in professional circles as a platinum award-wining record producer, inventor, technologist and outspoken advocate for high standards in professional and consumer audio. His diverse background puts him at the nexus where consumer electronics, professional audio technology and a music executive and content creator all meet, making Mr. Puig uniquely qualified to offer his perspective on the current and future direction of voice and audio processing for connected devices and how technology has evolved and what that will mean in the future.

 “I am now intimately involved with the leading electronics companies in their product development, as there is a trend of consumers demanding a better audio experience due to the massive awareness of sound quality that has been driven by the acceptance of the personal assistant,” noted Puig. “Finally most companies now recognize that audio is a key feature set for the products they are developing. Ultimately as an audio expert, it is my responsibility to share my knowledge as a record producer and technologist to help these companies create products that provide the best audio they can, regardless of size and form factor.”

In conjunction with IOT World 2018, the Knowles Intelligent Audio Conference brought together system OEMs, H/W developers, S/W developers, ecosystem partners, application developers, industry analysts, venture capitalists and the media for a comprehensive educational event covering technical and market developments in the connected-audio space. Attendees learned about the latest advances in voice and audio processing, low-power wake words, contextual awareness, investor trends and developer tools, and they experienced hands-on demos by the leading ecosystem providers.

Photo file: JJP.jpg

Photo caption: Jack Joseph Puig, multi-GRAMMY® Award-winning producer/mixing engineer/technologist and Director of Creative Innovation at Waves Audio

*About Jack Joseph Puig*

Multiple GRAMMY® Award-winner producer/mixing engineer/technologist Jack Joseph Puig’s clients read like a Who’s Who of this music industry — Lady Gaga, Rolling Stones, Black Eyed Peas, Pharrell Williams, Katy Perry, John Mayer, U2, Fergie, Beck and more. Mr. Puig is renowned in professional circles as a platinum award-wining record producer, inventor, technologist and outspoken advocate for high standards in professional and consumer audio. In addition to the artists mentioned above, Mr. Puig has a versatile and innovative approach in working with Rock, Urban, and Pop genres ranging from widely diverse artists including Green Day, Common, Panic at the Disco, Florence and the Machine to No Doubt, Bette Milder, George Harrison, Mary J Blige, Elton John, Alanis Morissette, Sheryl Crow, Weezer, Goo Goo Dolls and Fiona Apple. Over the course of his career, Mr. Puig has always used the recording studio as a playground for technical and artistic innovation. Additionally, Mr. Puig is currently working with leading consumer companies Google, Dell, Oppo, Alcatel, Fitbit, Facebook and Intel,, to help develop the next generation of consumer products.

Mr. Puig's record executive experience as EVP at Geffen records and relationships with top artists, industry figures and as a developer of talent, gives him a unique perspective on the intersection between the entertainment world, technology and consumer electronics.

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

Waves Audio PR Contact:

Robert Clyne, Clyne Media, Inc.

C: 615-300-4666

E: Robert@clynemedia.com

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