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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Cloud MX Audio Mixer Enhances Grass Valley’s Agile Media Processing Platform (AMPP) with Advanced Audio Processing and Mixing**

*IBC, Amsterdam, NL, September 7, 2022* — [Waves Audio](https://www.waves.com/) (Grass Valley stand 9-A01), 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 demos will take place at IBC Amsterdam, September 9-12, at the Grass Valley (Hall 9) stand 9-A01, as Waves joins Grass Valley in the GV Media Alliance.

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. As a GV Media Alliance member, Waves Cloud MX connects with AMPP to provide state-of-the-art audio mixing and processing for cloud-based high-quality live broadcast production.

“Waves is delighted to join the GV Media Alliance. The proven interoperability of the Waves Cloud MX Audio Mixer with Grass Valley AMPP enables advanced audio processing for top-quality live broadcast productions,” says Mick Olesh, Waves Managing Director and EVP of Sales. “The features provided through the cloud integration of both platforms offer unprecedented creative capabilities and production options for broadcast and media professionals."

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. 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.

“As content creators shift to agile media production and distribution, we recognize the need to combine their existing workflows with the latest in ground-breaking technology,” says Chris Merrill, Director Strategic Marketing Grass Valley. ”Opening the AMPP platform to Waves Audio and other industry leaders gives our customers freedom to choose their preferred toolset while relieving them of the burden of integrating the system. Waves Cloud MX brings new capability to AMPP-based workflows for easy patching and routing of NDI audio streams that scale to any number of audio mixers.”

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: CLOUD\_MX.JPG

Photo caption 1: Waves Audio will demonstrate advanced audio processing and mixing for live broadcast productions, using Waves Cloud MX Audio Mixer with Grass Valley’s Agile Media Processing Platform (AMPP). The demos will take place at IBC Amsterdam, September 9-12, at the Grass Valley (Hall 9) stand 9-A01, as Waves joins Grass Valley in the GV Media Alliance.

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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