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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Audio and Sony Announce Collaboration Between the Waves Cloud MX Audio Mixer and the Sony Software Switcher M2L-X**

*NAB Show, Las Vegas, NV, April 14, 2024* — [Waves Audio](http://www.waves.com/) will be showcased at the Sony booth (Central Hall #C8201) during the 2024 NAB Show in Las Vegas, where Sony will highlight the integration of the Waves [Cloud MX Audio Mixer](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer) with their advanced [M2L-X](https://pro.sony/ue_US/products/video-switchers/m2l-x) live production switcher for software-based live production workflows.

This collaboration between Sony and Waves signifies a major advancement in cloud broadcast workflows, blending superior sound quality with advanced mix management for streamlined, flexible operations.

Sony’s M2L-X provides more flexibility and capability for customers’ production workflow, due to its forthcoming utilization of a Commercial Off-The-Shelf (COTS) and Virtual Private Cloud (VPC) environment.

This setup facilitates seamless integration with third-party applications like Audio Mixer, Graphix and multi-viewer, encouraging an open collaborative ecosystem. The M2L-X is specifically designed to address the evolving demands of professional live production within the B2B domain, where demand for content continues to expand. Particularly in scenarios such as multi-lingual international sports events and local sports content, the M2L-X stands out as the ideal solution. It caters to extensive scale live productions, providing adaptable workflows to accommodate current mid-to-large-scale live production challenges.

Waves’ Cloud MX is a premier cloud-based audio mixer, expertly designed for the challenges of modern broadcast environments. 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. Its smooth integration with Sony’s M2L-X vision switcher provides an optimal balance of high fidelity and operational efficiency, advancing the broadcasting industry's move towards cloud production. This method emphasizes scalability, flexibility and cost-efficiency, minimizing the need for on-premises resources and making broadcasting more accessible and economical for various entities.

Users can enjoy a fast, streamlined workflow in the cloud, with unmatched audio quality and updated features, including multiple touchscreen support allowing 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 for 32+2 faders and encoders per mix layer, or independently, where each FIT controls a mix layer of the user’s choice. Plugins are controlled directly from the Waves FIT controller (and/or Mackie/MIDI controllers) offeringa 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.

Masakazu Murata, Sr. General Manager of Media Solutions Business, Sony Corporation comments, “Sony has been striving to deliver more efficient workflows through our Networked Live ecosystem, which includes solutions, products, services and partners, to transform live production by on-premise / cloud hybrid processing and operations with network connectivity. We are delighted to align the M2L-X software switcher and the Waves Cloud MX Audio Mixer, as this collaboration helps us to achieve our goal and to empower our customers to produce high-quality content.”

Noam Raz, General Manager of Waves Live Division, comments, “Our partnership with Sony at NAB, showcasing interoperability between Sony’s M2L-X and Waves Cloud MX, underscores our dedication and collaborative efforts with production market leaders. This demonstrates our commitment to supporting the industry during its stages of transitioning to cloud environments and workflows, while also reaffirming our position as pioneers in cloud-based audio solutions.”

To learn more about the Waves Cloud MX Broadcast Mixer, click [here](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer).

To learn more about the Sony M2L-X, click [here](https://pro.sony/ue_US/products/video-switchers/m2l-x).

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Photo file 1: WavesLive\_M2LX.JPG

Photo caption 1: Waves Cloud MX Audio Mixer has been integrated with Sony’s M2L-X live production switcher for software-based live production workflows

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; an Engineering, Science & Technology Emmy® Award for its Waves Clarity Vx Pro plugin in 2023; and a 2024 NAMM Technical Excellence & Creativity Award for its Clarity Vx DeReverb Pro plugin. Additionally, 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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