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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Waves Audio offers upgraded Cloud MX Audio Mixer, elevating efficiency and simplifying workflows in cloud-based audio mixing**

NAB Show, Las Vegas NV, April 6, 2025 — [Waves Audio](http://www.waves.com/) (booth N1106), the world’s leading developer of professional audio signal processing technologies and plugins, recently announced significant advancements in its [Cloud MX Audio Mixer](https://www.waves.com/mixers-racks/cloud-mx-audio-mixer). By addressing the evolving needs of broadcasters and media networks, these upgrades significantly reduce time-to-deployment and complexity, particularly benefiting IT DevOps teams tasked with managing these environments.

In response to customer feedback, Waves is introducing the following updates that include advancements in deployment in broadcast environments and simplified licensing, resulting in enhanced productivity and efficiency:

**1. Waves Central’s Remote Assistance Mode**: [Waves Central](https://www.waves.com/downloads/central), the hub for managing Waves licenses and installations, now features automated activation and installation capabilities. Customers can automate deployments by creating a URL that triggers the installation and activation of Cloud MX and its plugins remotely and non-interactively. This helps to reduce deployment time and enhances productivity.

**2. Flexible Licensing Options**: Waves now supports license activation to an instance’s local disk drive or an external EBS drive on AWS, as well as to a Persistent Disk on GCP. This flexibility enhances deployment options and simplifies license transfers.

**3. Turn-Key Automated Scripts**: Waves provides comprehensive automated scripts that enable broadcasters and M&E companies to create complete environments with a single push of a button. These scripts automate the activation, installation, and configuration of all relevant applications and drivers, ensuring reliable and repeatable deployments.

Cloud MX is designed for compatibility with major cloud platforms and protocols, including Amazon Web Services and Google Cloud Platform. It integrates seamlessly with Dante® Connect™ and NDI® AV protocols. Waves Audio offers Cloud MX on a subscription basis, with weekly, monthly, and yearly plans.

To learn more about Cloud MX Audio Mixer, 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 offers significant advancements in its Cloud MX 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; 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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