

Proven Interoperability of the Waves Cloud MX Audio Mixer with  
Grass Valley AMPP Enables Advanced Audio Processing for Top-  
Quality Live Broadcast Productions

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The Waves Cloud MX Audio Mixer with Grass Valley's Agile Media Processing Platform (AMPP) offers advanced audio processing and mixing for live broadcast productions.

— Waves and Grass Valley will demonstrate advanced audio processing and mixing for live broadcast productions at Grass Valley's booth, Central Hall #C2408, at the NAB Show at the Las Vegas Convention Center, April 16-19 —

*NAB Show, Las Vegas, NV, April 16, 2023* — At the Grass Valley booth at the NAB Show (Las Vegas Convention Center, [Central Hall #C2408](#)), [Waves Audio](#), 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](#) with Grass Valley's [Agile Media Processing Platform \(AMPP\)](#). The features provided through the cloud integration of both platforms offer unprecedented creative capabilities and production options for broadcast and media professionals. The demos will take place during the convention's exhibitor showcase, Sunday, April 16, through Wednesday, April 19. 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. 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. 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.

"Waves is delighted to exhibit at NAB, the Waves Cloud MX Audio Mixer's interoperability with Grass Valley AMPP," says Noam Raz, Waves Live Division General Manager. "The features provided through the cloud integration of both platforms, enables broadcast professionals to directly benefit from a superior-sounding cloud-based mixer, with finer control over your audio. Cloud MX enables a new level of audio fidelity, flexibility and control to your broadcast production—with superior uncompromising sound quality."

"Creatives who use AMPP really appreciate the fact that they can get right to work with familiar workflows and user interfaces," says Trevor Francis, Director of Indirect Product Strategy for Grass Valley. "Bringing Waves Cloud MX Audio Mixer into the AMPP ecosystem lets audio experts focus on their craft rather than the technology supporting it. That provides a positive outcome for everyone."

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](#). 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](#), or contact your local Waves sales representative.