

comcast®

Powered By

MAXD™  
HEARING IS BELIEVING®

**IN THE 1980's,
THE MUSIC INDUSTRY WAS
ENERGIZED
WITH THE
INTRODUCTION OF
THE COMPACT DISC**



**IN THE 2000's,
HIGH DEFINITION
VIDEO**

**CHANGED HOW WE
WATCHED TELEVISION**



**DID YOU KNOW THAT
IN THE LAST 25 YEARS
THERE HAS BEEN**

**NO SIGNIFICANT
ADVANCEMENTS**

TO AUDIO...



**UNTIL
NOW!**



IN 2011,
MAX SOUND
STARTED AN
AUDIO
REVOLUTION!

WHAT IS MAX SOUND?

MAXD

MAXD is a revolutionary
proprietary technology that
can restore any audio to HD
quality in real-time.

MAXD sounds amazing,
reduces files size and is
healthier for your hearing than
today's compressed audio.

MAXD
IS TO AUDIO
WHAT **HD** IS
TO VIDEO.

MAXD evens the
"PLAYING FIELD" between
sight and sound.

MAXD allows the world to hear the most realistic audio available on the planet.

WHERE DID THE AUDIO GO?



Today's
Compressed
Audio is a low
quality solution
provided to
economize file
size and speed
delivery times.



Compressed
audio has also
been shown to
be damaging to
our ears.

**TODAY, WHEN AUDIO FILES ARE
COMPRESSED
THEY BECOME SOMETHING
UNNATURAL!!!**



They Become
UNaTURAL
SQUARE WAVES

Unnatural square waves
are not as natural ones,
so to compensate
people turn up the

VOLUME!!!



Square Waves
combined with
LOUDER VOLUMES
are causing damage to
our hearing!

**LOUDER
IS NOT
BETTER!!!**

MAXD
delivers the best
sound in healthy
natural waveforms
and the smallest
possible
file size.

MAXD DELIVERS CONSUMER VALUE!!!

- Unsurpassed listening experience
- Optimized operator offering
- Faster data speeds
- More human voice
- More exciting multi-media
- Safer audio
- Lower data costs
- Better gaming experience

THE WORLD WANTS TO COMMUNICATE BETTER

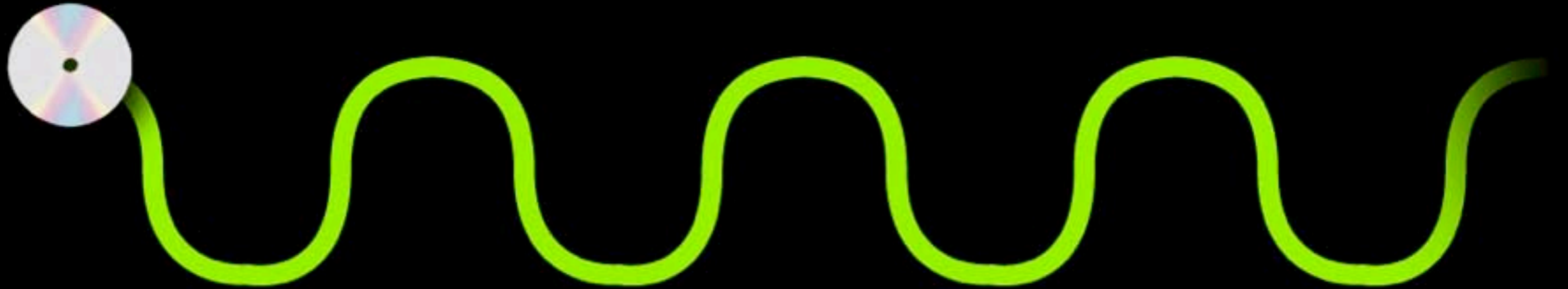




The **MAXD** process
restores Lost
Harmonics
and Dynamics
in “**real-time**”

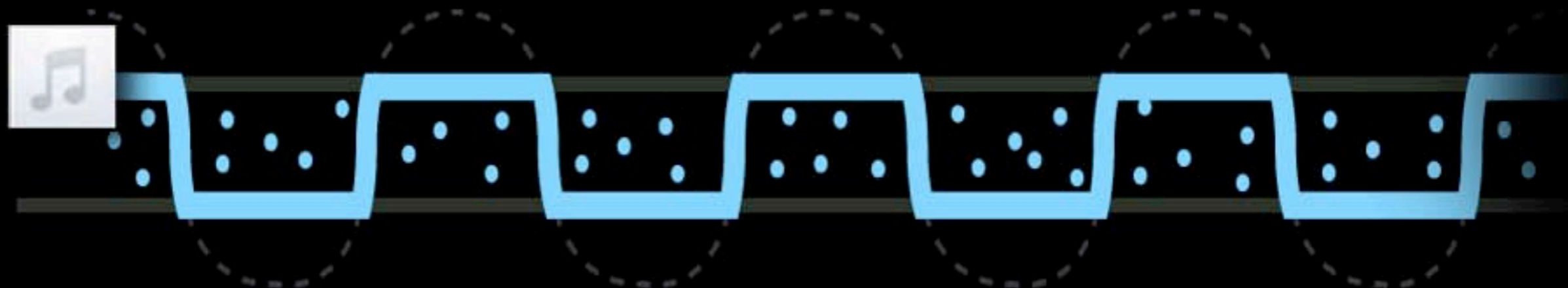
**"STUDIES SHOW THAT
SUSTAINED LISTENING
CAN CAUSE SERIOUS
HARM TO THE HEARING
OF THE MP3
GENERATION"**

As quoted in Rolling Stone,
Time Magazine,
USA Today,
Web MD and the Harvard Gazette.



1982 - THE CD IS INTRODUCED

**THE 44.1/16 TRUE WAVE FORM IS CONSIDERED
THE NEW STANDARD IN AUDIO**



1990s - THE MP3 IS INTRODUCED

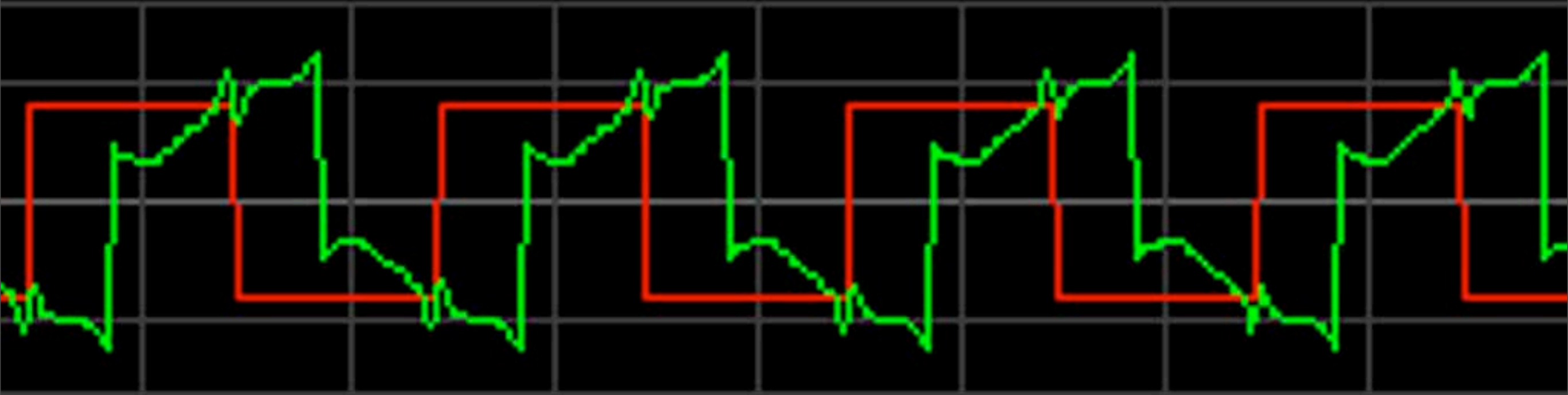
- **THE WAVE FORM IS COMPRESSED INTO A HARMFUL, SQUARE SHAPED, MP3.**
- **DUE TO COMPRESSION, HIGHS AND LOWS ARE ELIMINATED.**
- **MID-RANGE BECOMES DIRTY, DUE TO DAMAGED AND COMPRESSED DATA.**
- **QUALITY OF AUDIO IS SUBSTANTIALLY DIMINISHED.**

2011



MAX SOUND IS INTRODUCED

- **THE WAVE IS RESTORED TO ITS TRUE FORM WITHIN THE COMPRESSED SPACE.**
- **HIGHS AND LOWS ARE RESTORED TO ORIGINAL SHAPE.**
- **DAMAGED AND COMPRESSED DATA IS ELIMINATED FROM MID-RANGE.**
- **QUALITY OF AUDIO IS IMPROVED BEYOND EVEN THE ORIGINAL 44.1/16 WAVE!**
- **DYNAMIC RANGE RESTORED!!!**



GREEN = MAXD WAVE

RED = COMPRESSED WAVE

This is a visual representation of a square wave processed with MAXD

**EXPERTS AGREE!
MAXD SOUNDS
BETTER!!!**

**“MAXD
RESTORED MY
FAITH IN THE
FUTURE OF AUDIO”**

*- Mick Fleetwood, Legendary Rocker &
Founder of Fleetwood Mac*



**EXPERTS AGREE!
MAXD SOUNDS
BETTER!!!**

“Once every artist hears what **MAXD** can do for their music, they will want to utilize this incredible technology”

*- Tim James, American Idol's Super Producer
& Rock Mafia Co-Founder*

**EXPERTS AGREE!
MAXD SOUNDS
BETTER!!!**

Timbaland adopts the Max Sound Technology (**MAXD**) as the official mastering process for the upcoming single “Hands In The Air”.

- Timbaland, Grammy Award-winning Super Producer



THE HUFFINGTON POST

H Changing the World As We Hear It Huffington Post Article about Max Sound HD Audio

by MAXSOUND on NOVEMBER 2, 2011

In the 1980s, the music industry was energized with the introduction of the Compact Disc. In the 2000s, High Definition video changed how we watched television. In an innovative company in Santa Monica, California is going to change how we listen to music, watch movies, experience television, [Read More>>](#)



Internet Stock Review Initiates Coverage on Max Sound

SANTA MONICA, Calif., Oct. 10, 2011 /PRNewswire/, Max Sound Corporation (OTC Bulletin Board:MAXD.ob – News), the provider of breakthrough high definition audio solutions, announced today the Institutional Analyst's "Internet Stock Review" has initiated coverage and has prepared a twelve page report on the company, entitled "Is Max Sound the New Dolby?"

"We are excited to have coverage begin, as we establish our popularity with companies in the broadcasting, movies, music, gaming and cellular industries," said John Blaisure, CEO of Max Sound Corporation. "The 'Hollywood Stock Review' will allow content owners convert their content into a format that hands down provides a more sustainable today. We feel confident



[Click to view CNBC Interview](#)

MAXD
is being
Implemented
across
many vertical
markets.



MOVIES



MUSIC



GAMING



MOBILE



HOME THEATER



STREAMING CONTENT

MUSIC

GLOBAL DOLLARS SPENT ON MUSIC MARKET
ESTIMATED TO BE **\$15.9 BILLION** IN 2010



MOBILE GLOBAL DOLLARS SPENT ON MOBILE MARKET SURPASSED TO BE **\$1.1 TRILLION** in 2010



STREAMING CONTENT

GLOBAL DOLLARS SPENT ON STREAMING
CONTENT WILL BE OVER **\$70 BILLION** by 2014



TELEVISION

THERE WERE 260 MILLION TELEVISION SETS SOLD IN 2011

EXPERIENCE THE
TRUE TO LIFE SOUND
THAT ONLY
MAXD
CAN DELIVER!



MAXD FOR SPEECH RECOGNITION



MAXD IMPROVES THE INTERPRETATION OF THE VOICE WAVEFORM

Better speech input with **MAXD**
technology filter

Much Better Recognition of Words
spoken into device by Mobile Consumer

A Significant Competitive Market
Advantage for all the Comcast Brands

**AUDIO IS
HALF
OF THE
EXPERIENCE!**

AUDIO IS
UNDERAPPRECIATED
TODAY

MAXD WILL SOON
CHANGE AUDIO THE WAY
THAT HD CHANGED VIDEO



**WITH THE
EXPLOSIVE
GROWTH OF
PERSONAL
ELECTRONICS,
CONSUMERS ARE
DEMANDING A
BETTER, RICHER
AUDIO
EXPERIENCES.**

With Xfinity
Powered by **MAXD**
on communication
devices, the consumer
will have the
best sounding
products in the
world and Comcast
will have a legitimate
**competitive
advantage!**



WHAT IF COMCAST COULD SELL A MOBILE PHONE THAT HAD...

THE BEST AUDIO FOR PHONE CALLS?

THE BEST AUDIO FOR MUSIC?

THE BEST AUDIO FOR VIDEO FROM MOVIES & TV?

THE BEST AUDIO FOR VIDEO GAMES?

THE BEST AUDIO FOR SPEECH RECOGNITION?

ELIMINATED VOICE ECHO FROM PHONE CALLS?

**COMCAST WOULD
DOMINATE THE MARKET
AND SET A NEW STANDARD
FOR THE CONSUMER!!!**



COMPETITIVE ADVANTAGE

With COMCAST powered by **MAXD** in the OS chip for Voice Data or in the O.E.M software for Voice or Video, Comcast will be offering something no one else has:





**THE
WORLD'S BEST
SOUNDING
AUDIO
SOLUTION...
PERIOD!!!**



**THANK
YOU!**

**For More Information
about MAXD Technology
visit our website**

www.maxsound.com

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