

Creative and Skyworth Partner to Unleash Next-Level Audio-Visual Experience with Super X-Fi

SINGAPORE – 21 Sep 2023 – Creative Technology is delighted to announce its strategic partnership with [Skyworth](#), bringing the award-winning [Super X-Fi Spatial Holographic Audio technology](#) into their latest TV line-up, which includes state-of-the-art miniLED 4K models. After receiving 23 prestigious awards at CES 2019, Super X-Fi is set to revolutionize the way users experience sound on Skyworth's top-of-the-line TVs, making home entertainment truly exceptional.

Super X-Fi technology revolutionizes the audio experience for users by ingeniously recreating the immersive listening sensation of a high-end multi-speaker system, all within the confines of a pair of headphones or earphones. Unlike conventional audio processing, this innovative spatial audio technology breaks free from the limitations of flat and lackluster sound, infusing every note, beat, and whisper with a remarkable sense of depth, realism, and immersion.

At the core of Super X-Fi is cutting-edge AI technology, which intelligently analyzes individual head and ear shapes, customizing the audio output to match the unique hearing profile of each user. This personalized approach ensures that users receive the highest possible audio quality, tailored precisely to their preferences and hearing characteristics.

With this partnership, customers get to experience the world of Super X-Fi with SXFI READY headphones such as the Creative Zen Hybrid, Creative Outlier Pro, and Creative Zen Air, as well as SXFI READY headphones from other Manufacturers. To get started, simply connect your SXFI READY headphones to SXFI READY Skyworth TVs like the A5D, A5D Pro, A7D, and

A7D Pro, as well as future models. Look for the SXFI READY logo on compatible SXFI READY headphones, IEMs, and True Wireless products, and embark on an unparalleled audio journey.

The integration of this breakthrough audio technology perfectly matches the next generation of video technology from Skyworth. Customers will enjoy a quantum leap in visuals along with immersive, personalized audio across popular streaming platforms such as 腾讯视频 (Tencent Video), 爱奇艺 (iQiyi), and media sources.

"We are thrilled to collaborate with Creative to bring Super X-Fi Spatial Holographic Audio to our latest 2023 TV models," said Jiang Run, Vice General Manager of Domestic Business Division at Skyworth. "By combining Creative's Headphone Audio expertise with our cutting-edge video technologies, we are delivering the ultimate TV Headphone experience to our customers."

"Creative is delighted to partner with Skyworth to introduce Super X-Fi Spatial Holographic Audio to both the Chinese and global markets through their latest TVs. With the seamless integration of Super X-Fi Audio's generational improvements, customers get to enjoy Super X-Fi easily on all content," said Lee Teck Chee, VP of Technology at Creative.

The collaboration between Creative and Skyworth signifies a breakthrough in the convergence of audio and visual technologies. It showcases the commitment of both companies to delivering innovative solutions that enhance the way consumers enjoy entertainment.

Lastly, this partnership opens avenues for future collaboration between Creative and other industry partners to bring Super X-Fi Spatial Holographic Audio to a wider array of consumer

electronics and PC platforms to further expand the reach and impact of this transformative technology.

About Creative

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for driving the multimedia revolution - which established a user base of 400 million - Creative drives digital entertainment with cutting-edge audio solutions that include premium wireless speakers, wireless headphones, powerful audiophile-grade digital amplifiers and next-generation home-theatre systems. Aiming at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets, Creative continues to reinvent the Sound Blaster, with its ground-breaking Sound Blaster Roar series and USB-audio class of products such as the Sound Blaster X7.

In 2016, Creative unveiled the X-Fi Sonic Carrier: a brand-new concept in hi-res audio and video delivery for home entertainment. This technology powerhouse dubbed 'the soundbar of the gods' personifies the Audio of Tomorrow.

In 2018, Creative launched an all-new game-changing technology for headphones called Super X-Fi® Headphone Holography. This technology uses computational audio to recreate the listening experience of a high-end multi-speaker system in a professional studio, and delivers the same expansive experience - with the same original depth, detail, realism, and spaciousness - in headphones. Super X-Fi further uses Artificial Intelligence to compute a custom audio profile based on a person's unique anthropometry. Super X-Fi has won multiple accolades worldwide, including an unprecedented 23 awards at CES 2019-2020.

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