

Creative Launches the All-New Sound Blaster® E Series: Small but Powerful USB Audio Solutions and Headphone Amplifiers for PCs, Macs, Smartphones and Tablets

Ultra Portable Bluetooth-Enabled Sound Blaster E3 Also Functions as a High Performance Headphone Amplifier for Smartphones and Tablets, Bringing Uncompressed Audio to Mobile Users

SINGAPORE – 14 May 2014 – Creative Technology Ltd today launched an all-new series of small but powerful USB audio solutions for PCs, Macs, smartphones and tablets – The Sound Blaster® E Series. Consisting of the Sound Blaster E3 and the Sound Blaster E1, the Sound Blaster E Series builds upon the popularity of the Sound Blaster X-Fi® Go! Pro. They utilise USB plug-and-play connectivity to provide PC, and now even Mac users, with access to a powerful USB audio experience through real-time advanced audio processing.



Creative Sound Blaster E3



Creative Sound Blaster E1

Top audio quality is ensured even on smartphones and tablets through the Sound Blaster E Series' high SNR levels and 600Ω headphone amplifiers that supply more power than a standard headphone jack. The Sound Blaster E3 can also function as a high performance USB DAC for selected smartphones and tablets, and users can alternatively enjoy high quality wireless audio by pairing with smartphones and tablets via Bluetooth.

With their high SNR levels, high performance USB DAC and headphone amplification capabilities, the Sound Blaster E Series products are designed as end-to-end solutions that allow users to bring the best out of their audio and their headphones, even when they are on the go. In addition, the Sound Blaster E Series supports studio-grade headphones.

“Since the inception of Sound Blaster, we have provided the best audio quality for PC and Mac users. That being said, the mobile market has rapidly grown, creating opportunities for entertainment experiences on the move that only a few years ago were confined to the PC or living room. With the Sound Blaster E Series, we are not only able to enhance the PC audio experience, but have gone beyond it. These devices capitalise on our high-end audio expertise, and give smartphone and tablet users the opportunity to experience uncompressed audio quality while on the go,” said Long Chye Low, General Manager for Sound Blaster Audio at Creative.

Beyond their sound card and headphone amplification capabilities, the Sound Blaster E3 and E1 also feature dual headphone ports for music sharing. Furthermore, they feature high quality embedded microphones for voice recording and phone calls, virtually turning every headphone into a headset.

Sound Blaster E3

The all new Sound Blaster E Series is led by the Sound Blaster E3, a powerful USB DAC & Bluetooth Headphone Amplifier. When connected to PCs and Macs, users can utilise the downloadable Sound Blaster E Series Control Panel software to access the full suite of SBX Pro Studio™ audio enhancement technologies, giving users a powerful and fully customisable listening experience for movies, music and games.

Users can also utilise the Sound Blaster E3’s 600Ω headphone amplifier (600Ω amplification capabilities) for audio listening from smartphones and tablets. Additionally, the Sound Blaster E3 features Bluetooth connectivity, which allows the device to connect to smartphones and tablets wirelessly for up to 8 hours of wireless audio playback. The Sound Blaster E3 also functions as a portable USB DAC, so users can connect the Sound Blaster E3 to selected smartphones or tablets via USB for uncompressed digital audio streaming.

Intelligent Technological Highlights of the Sound Blaster E3

1. Functions as a powerful external sound card, providing PC and Mac users with the power of real-time Sound Blaster audio processing from a small package.
2. Utilises a simple plug and play USB connection for PCs and Macs. This provides users with high-resolution digital audio while charging the device.
3. Features high quality audio with a 110dB SNR and a 600Ω headphone amplifier for a powerful and detailed listening experience.
4. Due to its small, ultra-portable size and internal lithium-ion battery, headphone amplification can also be enjoyed when used with smartphones and tablets while on the go.
5. Users can enjoy the freedom of Bluetooth wireless audio playback between the Sound Blaster E3 and smartphones, tablets, or mobile devices capable of Bluetooth output.
6. The Sound Blaster E3 functions as a portable USB DAC, so users can also connect the Sound Blaster E3 to selected smartphones or tablets via USB for uncompressed digital audio streaming.
7. Supports Audio Stream Input/Output (ASIO) for low latency and high fidelity playback.
8. Gives up to 8 hours* of battery life when wireless Bluetooth is enabled. When used in analog mode, battery life lasts up to 17 hours*.
9. Features two headphone ports for convenient simultaneous stereo audio listening.
10. Features powerful voice recording and clear voice calls via the built-in microphone that virtually transforms every headphone into a headset. When connected to PC and Mac via USB, users can utilise CrystalVoice™ Technology for real-time voice enhancements.

Sound Blaster E1

The Sound Blaster E1 is a small but powerful wired USB HD Audio and Headphone Amplifier that increases the level of audio detail and resolution on PCs, Macs, smartphones and tablets. Like the Sound Blaster E3, it functions as an advanced external sound card for PCs and Macs, while providing smartphone and tablet users with powerful and detailed audio amplification.

Intelligent Technological Highlights of the Sound Blaster E1

1. Functions as a powerful external sound card, providing PC and Mac users with the power

of real-time Sound Blaster audio processing from a small package.

2. Utilises a simple plug and play USB connection for PCs and Macs.
3. Features high quality audio with a 106dB SNR and a 600Ω headphone amplifier for a powerful and detailed listening experience.
4. Due to its small size and internal lithium-ion battery, headphone amplification can also be enjoyed when used with smartphones and tablets while on the go.
5. Supports Audio Stream Input/Output (ASIO) for low latency and high fidelity playback.
6. Gives up to 25 hours* of battery life.
7. Features two headphone ports for convenient simultaneous stereo audio listening.
8. Features powerful voice recording and clear voice calls via the built-in microphone.

When connected to PC and Mac via USB, users can utilise CrystalVoice Technology for real-time voice enhancements.

** Actual battery life will vary with use and volume settings.*

Pricing and Availability

The Creative Sound Blaster E3 and Sound Blaster E1 audio solutions will be available at the online store at sg.store.creative.com at the following suggested retail prices:

Creative Sound Blaster E3	USD129 (Available from early July 2014 onwards)
Creative Sound Blaster E1	USD49 (Available now)

For in-store availability, please refer to local authorised dealers.

For more information about the Creative Sound Blaster E3 and Sound Blaster E1 audio solutions, please visit www.soundblaster.com.

About Creative

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment with cutting-edge audio solutions, premium wireless speakers, wireless headphones and portable media devices. Today, Creative re-invents the Sound Blaster, which has a user base of over 400 million, with its ground-breaking Sound BlasterAxx that aims at the

new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets. Creative's proprietary technologies, innovative hardware, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.

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This announcement relates to products launched in the Asia Pacific. Availability is subject to change without notice and may differ elsewhere in the world according to local factors and requirements. Creative, the Creative logo, Sound Blaster, X-Fi, Sound BlasterAxx, CrystalVoice and SBX Pro Studio are trademarks or registered trademarks of Creative Technology Ltd in the United States and/or other countries. All other trademarks are the property of their respective owners.

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