

## **Creative SXFI GAMER Headset: REKT Everyone Else**

*Super X-Fi Gen2 Ultra-Realistic Holographic Audio Set to Stun Beyond Limits  
with All-New BATTLE Mode and CommanderMic*

**SINGAPORE – 9 July 2020** – Creative Technology has launched its flagship gaming headset, the Creative SXFI GAMER. Powered by the exceptional BATTLE Mode audio profile, a brand-new CommanderMic with professional-grade clarity, wired through a Kevlar-reinforced USB cable and topped off with a stunning RGB light design, SXFI GAMER is simply the ultimate weapon for complete gaming immersion and domination.



*The SXFI GAMER is Creative's best gaming headset yet.*

## **Gaming Sounds Real Like Never Before**

Having snagged 23 best-of-show awards over the last two editions of CES 2019-2020, users and critics have been blown away by the next-generation realism of Super X-Fi headphone holography.

Since the start of this year, Super X-Fi products have been upgraded to Gen2, an improved and expanded version of Super X-Fi which incorporates key enhancements like higher accuracy in personalizing a user's audio profile, extending more details in the surround sound configuration, better audio positioning and fidelity.

The SXFI GAMER incorporates all of these and goes one step further with BATTLE Mode, a specially-designed audio profile which optimizes Super X-Fi to a perfect fit for FPS games – environmental imaging, audio cues, distance projection and directionality are all enhanced with unprecedented levels of accuracy for the competitive gamer's benefit, while preserving the essence of the award-winning holographic audio experience.

## **Look, Feel and Talk like a Pro Gamer**

Besides its sharpshooter audio quality, the SXFI GAMER performs in various ways befitting bona fide pro gamers.

The CommanderMic makes its debut in a completely new acoustic design which includes an integrated pop filter. It sports Creative's latest SXFI inPerson microphone technology, which uses a special algorithm to enhance speech pick-up while suppressing ambient noise effectively.

The SXFI GAMER also ups the cool factor with its custom-designed, Kevlar-reinforced USB cable, which is meticulously engineered for strength and durability as it drives high-speed data transfer to deliver its maximum potential for gaming. The new RGB lighting design on the earcups, which allows users to customize their combat get-up with 16.7 million colors to choose from, provides the finishing move for the SXFI GAMER's assault on gaming headsets.

Creative's CEO Sim Wong Hoo said, "Gaming has always been entrenched in our DNA, since the earliest days of Sound Blaster more than 30 years ago.

"After we successfully created Super X-Fi, which critics have hailed as the holy grail of headphone technology, we did not rest on our laurels. We went ahead and spent a great deal of effort and resources to further improve Super X-Fi, especially targeting the gaming sector. The BATTLE Mode is here, and together with the CommanderMic and other features, the SXFI GAMER truly embodies the culmination of our very best technologies in a gaming headset.

"At the same time, the SXFI GAMER allows you to communicate with others as if they were in front of you, and also they would be able to hear you clearly. Hence it would be a great tool to Work-Learn-Play from home with."

### **Pricing and Availability**

SXFI GAMER is priced at \$179 and is available at [Creative.com](https://www.creative.com).

For more information, visit [creative.com/sxfigamer](https://www.creative.com/sxfigamer).

### ***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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