

Creative Announces the Sound Blaster® R3: An All-In-One Audio Recording Solution for Musicians and Audio Content Creators *Designed For Easy Setup, Sound Blaster R3 Allows Aspiring Musicians to Easily Create High Quality Recordings*

SINGAPORE – 4 June 2014 – Creative Technology Ltd today announced a brand new audio recording solution for home musicians and audio content creators: The Sound Blaster® R3, an all-in-one recording starter kit.

Targeting aspiring musicians everywhere, the Sound Blaster R3 is designed to be simple to setup and record. Complementing the simplicity in usage, the Sound Blaster R3 also utilises high quality hardware and Creative’s proprietary CrystalVoice™ voice technology that enhances the ability to create crystal-clear high-definition recordings.



**Creative Sound Blaster R3
Audio Recording Solution**

“There are many talented musicians who want to record themselves creating music in their garage, bedroom, or home studio, but might not have the budget or know-how to purchase and set up complicated recording equipment. The Sound Blaster R3 is designed to be the perfect “starter kit” recording solution, complete with microphones, for every aspiring musician who wants to get their voice and music out on the internet easily, with great quality, and in a very affordable way.” said Low Long Chye, General Manager for Sound Blaster Audio at Creative.

“Inspiration can hit you anywhere. So the fact that I can record with the Sound Blaster R3 anytime and anywhere is awesome. This is a product that I wish I had access to when I was first starting out, and am very glad I have access to now. It's so easy to set up and integrate into your recording workflow.” said Lindsey Pavao, semi-finalist of The Voice Season 2.

Beyond ease-of-use and powerful recording capabilities, the Sound Blaster R3 features real-time monitoring capabilities. On the software side, musicians can utilise the downloadable Sound Blaster Control Panel, a dedicated software suite that allows for full customisation of basic and advanced audio settings, while using the product alongside third party programs such as GarageBand or Audacity.

In conjunction with the announcement of the Sound Blaster R3, Creative will be launching a microsite at www.soundblaster.com/STAGE, an online platform for musicians and talented artistes around the world to showcase their performances using Sound Blaster products.

“Big Dreams. Start Small. The Sound Blaster R3 will no doubt enable many talented people who may not previously have the opportunity to create their own music performances. With the launch of the Sound Blaster Stage, we take one step further in providing them with a great online platform to showcase their performances using their Sound Blaster R3 audio recording kits, or other Sound Blaster products. We envisage that the Sound Blaster Stage will be a fun and exciting virtual performing stage where high quality original music performances can be shared and enjoyed easily.” Low Long Chye added.

“With Creative kicking the Sound Blaster Stage program off, it's very exciting to see up-and-comers get a chance to appear in front of a large audience of people. Sometimes all it takes is that one appearance, and cool things can happen from there.” added Lindsey Pavao, semi-finalist of The Voice Season 2.

Sound Blaster R3

The Sound Blaster R3 is an all-in-one recording starter kit for home musicians that includes a high-quality vocal microphone, a guitar clip-on microphone, and a plug and play USB audio interface. Connectivity between the microphones and the audio interface is equally simple, as users can plug the microphones into easy access ports on the audio interface.

The audio interface also boasts convenient controls for hardware reverb and volume levels. Furthermore, real-time headphone monitoring is handled in hardware and powered by a 600 ohm headphone amp capable of powering studio-grade headphones.

Intelligent Technological Highlights of the Sound Blaster R3

1. Contains essential hardware needed for high quality recording, including a vocal microphone, a guitar clip-on microphone, and a USB audio interface that connects to PCs and Macs.
2. Easy access controls for reverb and volume level.
3. Features convenient stereo mixing capabilities, allowing you to record from microphone, Line and Wave sources simultaneously, simplifying your recording session.
4. Features a 600 ohm headphone amplifier for real-time studio-grade monitoring.
5. Downloadable Sound Blaster Control Panel allows users to fully customise audio settings.
6. Fully compatible with GarageBand and other third party audio programs.
7. Includes XLR to 3.5mm stereo mini-jack converter cable for use with third party XLR microphones.
8. Connects easily to tablets for playback and recording.

Pricing and Availability

The Creative Sound Blaster R3 audio recording solution is available now at the online store at sg.store.creative.com at USD99.99.

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

For more information about the Creative Sound Blaster R3 audio recording solution, 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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