

## **Creative Launches Super X-Fi Headphone Holography in China**

*All-new SXFI Product Range Spearheaded by CES 2020 Favorite SXFI GAMER*

**SINGAPORE – 4 June 2020** – Creative Technology will be launching its groundbreaking Super X-Fi products in China, via an online event at 8pm on 5 June 2020. This signifies the entry of the multiple award-winning technology and its latest product range into the world's biggest market.

The launch features the latest additions to the line-up, all of which sport the improved Gen2 sound profile:

- SXFI GAMER, Creative's best-ever gaming headset with Battle Mode, a Super X-Fi profile specially designed for first-person shooter games, and winner of three best-of-show awards at CES 2020
- SXFI TRIO, a USB-C triple-driver in-ear headphone which incorporates the Super X-Fi UltraDSP chip in the inline SXFI WIRE, a miniature version of the iconic SXFI AMP
- SXFI AIR, a facelift version of the best-selling Super X-Fi product, which features a more stylish look

Sim Wong Hoo, CEO of Creative, said, "China is the world's largest market and there has been a lot of interest in our Super X-Fi headphone holography since it received glowing accolades worldwide. As we have perfected our second generation, I think it is very timely now to launch it together with 3 new exciting 2<sup>nd</sup> generation products in China, ahead of the rest of the world.

"Under the current unforeseen circumstances, and despite facing all the restrictions, we have managed to put up a very innovative 'remote' online launch for China. We have designed an ingenious and light-hearted way of letting viewers experience Super X-Fi's holographic audio without having to attend a live event.

“With many people having to stay at home these days, Super X-Fi with its unprecedented audio realism, are excellent for working, learning and playing at home, be it conference calls, online lessons or just enjoying a movie and so on.

“Hundreds of media and key opinion leaders with access to the massive Chinese market have already signed up to attend this unique online launch.

“We have put in a lot of effort to pull off this launch. I believe this event will mark a new milestone for our strategic focus on China.”

The launch event will be streamed online at 8pm on 5 June 2020 via the following streaming links:

**Bili Bili**



<https://live.bilibili.com/22273594>

**Douyu**



<https://www.douyu.com/room/share/8770393>

Yi



Douyin



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<https://v.douyin.com/JJB1pTy/>

Participants stand to win 15 of these new SXFI products during the event.

For more information on Super X-Fi and its product range, visit [creative.com](https://creative.com).

#### **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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