

## **Creative Unleashes SB Inferno – The Essential Gaming Headset for PC, Mac, Mobile Gaming and PS4**

*Powerful Audio and Mic Performance, Superb Comfort and Versatile Connectivity  
for Today's Smart Gamers*

**SINGAPORE – 16 July 2014** – Creative Technology Ltd today announced the Creative SB Inferno gaming headset for PC, Mac, mobile gaming and PS4.

The Creative SB Inferno represents the best audio for serious PC, Mac, smart device gamers as well as PS4. The headset's 40mm full spectrum Neodymium drivers deliver powerful audio, while its plush earpads and lightweight headband provide excellent comfort. Furthermore, the headset's detachable microphone with an easily accessible in-line volume control makes it a perfect headset for gaming, as well as for music entertainment and voice communication.



“The SB Inferno was conceived by the design team at Sound Blaster with a vision to create an affordable gaming headset that would take full-advantage of the audio hardware present in the gamers’ system. With decades of audio engineering know-how in our arsenal, the Sound Blaster engineering team went out and worked directly with top gamers from professional eSports teams from around the world such as Team compLexity and Team Dignitas to define the core elements of a gaming headset relevant to the era of team-based gaming. Enter the SB Inferno, a comfortable gaming-tuned headset with 115 dB/mW sensitivity – very powerful for its class – designed to perform with various audio playback devices as well as to provide stellar voice communication, at a great price.” said Low Long Chye, General Manager of Audio at Creative.

“The Sound Blaster Inferno meets all my gaming needs: it’s really comfortable, has a mic for clear in-game communication, and of course, it delivers amazingly powerful audio. It’s nothing short of impressive, and I strongly recommend it for any and every gamer.” said William “Scarra” Li – Team Dignitas, « League of Legends LCS Mid-Lane All Star »

“When I’m gaming, I expect nothing less than powerful audio, crystal clear in-game communication, and superb comfort. The SB Inferno delivers in all these areas and more; it’s a headset that allows me to perform at my peak all day long.” said Jordan “n0thing” Gilbert – complexity « 9 time ESEA CounterStrike Champion »

## **Technological Features of the Creative SB Inferno Gaming Headset**

### **Dynamic and Powerful Audio Performance**

The SB Inferno is built with a set of large 40mm Full Spectrum audio drivers with amazingly high sensitivity at 115 dB/mW. These powerful drivers are professionally tuned for gaming and are capable of reproducing every sound the user hears, enabling the headset to deliver the massively satisfying cinematic explosions that most gamers crave, as well as the smaller detailed audio that competitive gamers listen for – such as gun reloads or footsteps in an intense match.

The SB Inferno is also ideal for use with higher-end audio systems where gamers can tune their audio experience to exactly how they want it to perform. Most entry-level gaming headsets will immediately bias themselves towards the low-end of the spectrum, which sacrifices immersion and a competitive-edge when acoustic details are lost in muddy and overdriven audio. By adopting a much more linear response curve in the acoustic design, the headset is able to deliver delicate high and thundering low volume levels without sacrificing audio quality. It also allows room at any point of the audio spectrum for the gamer to tune the headset to their exact acoustic preferences.

### **Clear Voice Transmission with Convenient In-line Volume Control**

Clean and clear in-game communication is key in team gaming. The SB Inferno is designed with this essential aspect of gaming in mind. Built with a removable microphone with an in-line

volume control that is easy to adjust, the SB Inferno provides a clear voice signal to the sound device, enabling gamers to experience optimal voice communication with multiple team members with minimal static and confusion.

The SB Inferno's audio quality can be further enhanced when it is coupled with a dedicated Sound Blaster internal sound card featuring CrystalVoice™ technologies designed specifically to eliminate unwanted background noise, as well as enhance voice quality.

### **Durable and Lightweight Comfort**

Weight and comfort are always at the top of the list in gamers' minds when it comes to seeking out a headset. The SB Inferno uses lightweight yet durable cloth-cushioned plastic ear cups and handband to provide superb comfort, even for long extended gaming sessions.

### **Analog Connectivity for Gaming Devices**

The SB Inferno is designed with analog connectivity that allows it to deliver clear and powerful gaming audio for PCs, Macs, smart devices, as well as PS4s.

### **Versatile for All Entertainment – Gaming, Music, Videos and Movies**

Designed for optimal audio performance, the SB Inferno is perfect not just for gaming, but for all types of entertainment. Just detach the microphone, the headset is great for music listening and for watching videos and movies from a PC, Mac or smart devices.

To ensure the widest compatibility, the SB Inferno is equipped with a 4-pole analog jack that can be connected natively to mobile devices as a headset, as well as to the bundled splitter cable for use with regular PCs, Macs, USB, PCIe sound cards or motherboard host audio.

### **Perfect Sound Blaster Companion Products**

The SB Inferno comes bundled with a splitter cable. Connect the SB Inferno with Creative's companion products such as Sound Blaster E1\*, Sound Blaster Play! 2\* or Sound Blaster Zx\*, users can experience the power of Sound Blaster's intelligent audio processing and enjoy a greatly enhanced audio performance.

*\*available separately*

## **Technical Specifications of Creative SB Inferno Gaming Headset**

### **Headphone**

- Drivers: 40mm Neodymium Magnet
- Frequency Response: 20Hz ~ 20kHz
- Impedance: 32 ohms
- Sensitivity: 115dB/mW

### **Microphone**

- Type: Noise Cancelling Condenser
- Frequency Response: 100Hz~15kHz
- Impedance: <2.2kohms
- Sensitivity: -40dBV/Pa

### ***Pricing and Availability***

The Creative SB Inferno gaming headset will be available from 18 July 2014 at the online store at [sg.store.creative.com](http://sg.store.creative.com) at USD49.99.

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

For more information about the Creative SB Inferno gaming headset, please visit [www.creative.com](http://www.creative.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 Blaster Roar and Sound BlasterAxx that aim 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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