

## **Creative SB Inferno Gaming Headset Now Available in White**

*New Colour Offers Alternative to Gamers Looking for a Stylish Essential Headset  
with Powerful Audio and Excellent Mic Performance*

**SINGAPORE – 9 June 2015** – Creative Technology Ltd today announced that a bold white colour version of its popular Creative SB Inferno gaming headset is now available.

Launched in response to gamers' demand, the new variant of the SB Inferno features a striking white finish with blazing red accent to stand out from all the rest and make a statement. Like the original black version, this headset is specially tuned for gaming and built with large 40mm FullSpectrum Neodymium drivers with one of the highest sensitivity in its class at 115dB/mW, flexible boom microphone, lightweight headband and plush earpads to provide powerful audio, stellar communication and superb comfort for long gaming sessions. It is the perfect blend of gaming and lifestyle – a fashionably iconic headset that expresses individuality and confidence while boosting performance.



**Creative SB Inferno Gaming Headset**

### **Key Features of the Creative SB Inferno that makes it Ideal for Gaming, Entertainment and Voice Communication:**

- **Dynamic and Powerful Audio Performance**

The SB Inferno is built with a set of large 40mm FullSpectrum audio drivers with amazingly high sensitivity for its class at 115dB/mW that are professionally tuned to reproduce every delicate high and thundering low sounds without sacrificing audio quality, delivering clear and powerful audio.

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

A detachable microphone with flexible boom and noise-cancelling condenser provides clear in-game communication while an in-line volume control allows effortless volume adjustment during games.

- **Lightweight Comfort**

The SB Inferno uses lightweight yet durable cloth-cushioned plastic ear cups and headband that provide excellent comfort, even for long extended gaming sessions.

- **Analog Connectivity for Versatile Entertainment – Games, Music and Movies**

Designed for the widest compatibility and for all types of entertainment, the SB Inferno is equipped with a 4-pole analog jack that can be connected natively to mobile devices as well as PS4™ consoles as a gaming headset, or to the bundled splitter cable for use with PCs and Macs. The detachable boom mic allows the headset to double up as a headphone for music listening or watching movies, besides enhancing portability.

## **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 in white colour, priced at USD49.99, will be available at the end of July 2015 at the online store at [sg.store.creative.com](http://sg.store.creative.com).

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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