

CREATIVE®

Super®  
X-Fi  
headphone holography

*...as good as the real thing!*

Experience *Magical* Audio Reality

## Creative's Super X-Fi® Magical Headphone Holography Launches!

*The Technology That Has Blown Even Skeptics Away  
Available in Two Game-Changing Products:  
The SXFI AMP® and SXFI AIR® Bluetooth Headphones*



**SINGAPORE – 24 September 2018** – Creative today announced the launch of the first manifestation of its game-changing Super X-Fi headphone holography technology – the Creative SXFI AMP. Made for Android users, the SXFI AMP combines Super X-Fi technology with a premium high-performance headphone amplifier in a dongle no larger than a finger.



This will be followed very shortly by the availability in the next quarter of the SXFI AIR. Designed with iOS users in mind, the SXFI AIR heralds a whole new generation of advanced headphones that incorporate Super X-Fi technology right into the heart of a Bluetooth headphone. Look out for the full announcement soon. To find out more about the SXFI Air, or to reserve one, visit: [www.sxfi.com/air](http://www.sxfi.com/air).



“Since its preview at CES Las Vegas in January this year, Super X-Fi has consistently blown the minds of reviewers with the way it has transformed the listening experience on headphones. Audio pundits have described it as ‘frigging mind-blowing’, ‘magical’, ‘nothing short of amazing’ and that ‘it sounded glorious’. It’s even bagged multiple awards. Pretty amazing, if you consider that all this was based only on sneak demos of a headphone audio technology. Super X-Fi is not just any 3D or surround sound technology; we had that 20 years ago. It’s much, much more. Think of the magic of holography, but for audio, and for headphones. And now the real deal is finally here,” said Sim Wong Hoo, CEO of Creative.

“We’re proud to unveil the first two product manifestations of this magical technology, the SXFI AMP and the SXFI AIR. Both will revolutionize your headphone audio experience with movies, music and games on your smartphones, tablets, computers, and gaming consoles. Unlike standard headphone audio, where sound is pumped directly into your ears, giving you claustrophobic audio trapped inside your head, Super X-Fi will let you feel as if you were listening to audio coming from the outside world naturally, and your headphones magically disappear!”

## About the SXFI AMP

The SXFI AMP delivers the best of two worlds in advanced personalized headphone audio. It incorporates the all-new 'mind-blowing' and award-winning Super X-Fi technology which is miniaturized into a dongle no larger than a finger. The SXFI AMP is also a premium high-performance headphone amplifier that is capable of driving even studio-grade headphones.



The SXFI AMP connects to your devices via USB Type-C. You can also add-on appropriate converters to connect other port types. With a USB connection to your PC or Mac, the SXFI AMP can support an advanced feature that lets you enjoy 5.1 and 7.1 cinematic audio content from movies and games, with the magic of a holographic Super X-Fi sound stage that sounds as good as the real thing!

The on-board Super X-Fi UltraDSP chip processes pristine digital audio from the USB port in accordance with your Super X-Fi profile. Such digital audio is then converted to analog by a high-precision DAC and amplified by the on-board amp. The amplified output goes to your headphones via a 3.5mm jack at the other end.

The SXFI AMP's powerful amplifier can drive any headphone, all the way to studio grade headphones with up to 600 ohm impedance. It uses a separate 128dB high-end high-precision AKM 32-bit DAC. This provides maximum audio fidelity and pristine quality yielding up to 120dB SNR, and 0.0003% THD – easily beating some of the most expensive headphone amps on the market today.



Use the SXFI AMP with headphones that have been Super X-Fi certified for the best possible experience. The SXFI AMP sports an attractive unibody aluminum chassis that makes it slim yet amazingly strong.

## **SPECIFICATIONS:**

### **Physical**

- Chassis: Fine textured black Anodized Aluminium Unibody
- Dimensions: 9.7 x 17.5 x 67 mm (0.38 x 0.69 x 2.6 inches)
- Weight: 15g (0.5 ounces)
- Connector: USB Type-C, 3.5 mm jack

### **Audio**

- DAC: AKM AK4377 (32-bit, 192 dB)
- Format: 2.0/5.1/7.1 channels, 24-bit/96KHz
- SNR: Up to 120 dB
- THD+N: Up to -110 dB (0.0003%)
- IMD: < 0.0022%
- Crosstalk: < -75 dB

### **Audiophile-Grade Op-Amp**

- Gain: 3X Amplification
- Max Power: (16 ohm) 425 mW, (32 ohm) 370 mW, (300 ohm) 51 mW, (600 ohm) 26 mW

## **HOW SUPER X-FI WORKS**

Imagine capturing the listening experience of a high-end multi-speaker system in a theater and actually re-creating that same expansive experience - the same depth, detail, soundstage, three dimensionality, immersiveness, realism and more. It's like the magic of holography, but in audio - for headphones.

Leveraging on leading-edge precision technology that maps the distinct acoustics of an audio system projecting sound to the human ear in three-dimensional space, the Super X-Fi headphone holography technology intelligently translates that complex information into an

almost identical listening experience on the headphones – an experience unprecedented and breathtaking.

In addition, everybody hears sound differently in the real world, depending on the shape of one's ears and structure of the head. Super X-Fi further uses Artificial Intelligence to map the individual's ear shape and head profile, then utilizes a computationally complex algorithm to transform and custom tailor the audio to each individual, so that it sounds like what they hear in the real world.

### **Pricing and Availability**

The SXFI AMP is priced at SGD219 (USD149.99) and will be available for purchase at [www.sxfi.com](http://www.sxfi.com) starting from 18:34 (SG Time) on 24 September 2018. The SXFI AMP will be rolled-out in Singapore first. Worldwide delivery is expected to commence in November 2018.

### **Super X-Fi Early Adopter's Special**

Early Adopters ordering the SXFI AMP during its initial launch period will also receive a complimentary pair of Aurvana SE Super X-Fi Certified Headphones worth SGD99 (USD69). This offer will be available for a limited period only, and while stocks last.

Go to [www.sxfi.com](http://www.sxfi.com) to reserve this Early Adopter's Special now, as pent-up demand is expected to be huge for the product.

### **Free SXFI App**

A FREE standalone version of the SXFI App will be available soon. It will be offered initially on a by-invitation-only basis. SXFI AMP owners will be able to enable friends, including iOS users, to sample the app by a special invite. This free version will allow them to sample the magic of Super X-Fi with the local content stored on their devices.

### **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 drives digital entertainment with cutting-edge audio solutions which include premium wireless speakers, wireless headphones, powerful audiophile-grade amplifiers and digital audio converters, and next-generation home-theatre systems. Creative continues to re-invent the Sound Blaster, which has a user base of over

400 million, with its ground-breaking Sound Blaster Roar and Sound Blaster X7 that aim at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets.

Beyond Sound Blaster, Creative has also unveiled X-Fi Sonic Carrier: a brand-new concept in hi-res audio and video delivery for home entertainment. This technology powerhouse hosts, bridges and enhances a multitude of state-of-the-art technologies and entertainment platforms, and personifies the Audio of Tomorrow.

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