

**Creative Introduces Draco HS880 Gaming Headset –
A Professionally-Tuned, Durable and Comfortable Headset for
Realistic Gaming Audio with Explosive Bass**

*The Gaming Headset Transforms Into a Street-Styled Headphone When Its
Flexible Noise-Canceling Microphone is Detached*

SINGAPORE – 2 June 2015 – Creative Technology Ltd today announced that its latest Creative Draco HS880 Gaming Headset will debut at the Singapore PC Show held at Singapore Expo (Hall 5, Booth No. 5020) on 4 – 7 June 2015.

Designed by a dedicated team of acoustic engineers with vast experience in gaming headphones, the Creative Draco HS880 Gaming Headset is ruggedly constructed and sports a pair of finely-tuned large Neodymium driver that is capable of producing such realistic gaming sounds and explosive bass that will blow users away, while its full-size circumaural earcups in soft leatherette provide superb comfort for prolong usage.

The Creative Draco HS880 Gaming Headset features a detachable noise-canceling microphone that allows commands to be heard loud and clear. The highly effective noise-canceling function significantly reduces background noises for clear and precise speech delivery. Simply detach the microphone, the headset is instantly turned into a pair of street-styled headphones that delivers exceptional digital music playback from portable media devices. The flexible swivel earcups allow users to fold and store the headset easily, making it an ideal companion for travel and for an active lifestyle.

Priced at USD49.99, the Creative Draco HS880 is truly an affordable, durable, comfortable and versatile gaming headset for any gaming enthusiast who wants high performance at great value.



**Creative Draco HS880
Gaming Headset**

Key Features of the Creative Draco HS880 Gaming Headset:

- **Realistic Sound, Explosive Bass** – Finely tuned Neodymium drivers deliver the most realistic gaming sounds and explosive bass.
- **Rugged Construction** – Steel core headband for a precise fit with maximum durability.
- **Comfortable Full-size Earcups Isolate Noise** – Full-size earcups wrapped in soft leatherette isolate background noises and provide ultra-comfortable wear for long hours of gaming sessions.
- **Headset or Headphones** – When the flexible microphone boom is detached, the Draco HS880 gaming headset is transformed into a pair of street-styled headphones that deliver exceptional digital music playback from portable media devices.
- **Flexible Noise-canceling Microphone** – Commands will be heard loud and clear thanks to the sensitive noise-canceling microphone that significantly reduces ambient noises for clear and precise speech delivery.
- **Travel-friendly and Easy to Store** – Swivel earcups let users fold, store and transport the Draco HS880 headset easily.

Technical Specifications of Creative Draco HS880 Gaming Headset:

Headphones

- Drivers: 40mm Neodymium magnet
- Frequency Response: 20Hz ~ 20kHz
- Impedance: 32 ohms
- Sensitivity (1kHz): 106dB/mW

Microphone

- Type: Noise-canceling condenser
- Frequency Response: 100Hz ~ 18kHz
- Impedance: <2.2k ohms
- Sensitivity (1kHz): -39dBV/Pa
- Connectivity: 3.5mm gold-plated plug x 2
- Cable length: 2.5m Oxygen-Free Copper
- Product weight: 268g

Pricing and Availability

The Creative Draco HS880 Gaming Headset, priced at USD49.99, is available now at the online store at sg.store.creative.com. They will also be available at the Singapore PC Show 2015 to be held on 4 – 7 June 2015 at Singapore Expo (Creative Booth No: Hall 5, Booth No. 5020).

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

For more information about the Creative Draco HS880 Gaming Headset, please visit 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.

#

This announcement relates to products launched in the Asia Pacific. Availability is subject to change without notice and may differ elsewhere in the world according to local factors and requirements. Creative, the Creative logo, Sound Blaster, the Sound Blaster logo and Sound BlasterAxx are trademarks or registered trademarks of Creative Technology Ltd in the United States and/or other countries. All other trademarks are the property of their respective owners.

CONTACT INFORMATION

Creative Technology Ltd
Wynne Leong
Tel (65) 6895 4120
wynne_leong@ctl.creative.com