

## **Creative Sound Blaster® Roar Wins ‘Design Of The Year’ Award at President’s Design Award 2014**

**SINGAPORE – 25 November 2014** – Creative Technology Ltd today announced that its groundbreaking Sound Blaster® Roar portable wireless speaker has been named ‘Design Of The Year’ at the President’s Design Award Singapore 2014.



**Creative Sound Blaster Roar  
Portable Wireless Speaker**

The President’s Design Award is Singapore’s most prestigious design accolade. Established in 2006 and jointly administered by DesignSingapore Council and Urban Redevelopment Authority, the Award recognises excellence across all design disciplines, including advertising design and visual communications, architecture and urban design, fashion design, furniture design, interior design, landscape design, product and industrial design.

In its ninth year, the President’s Design Award represents the pinnacle of recognition in Singapore’s design sector. It honours the significant achievements and contributions of the nation’s design talents and is awarded to designers who have pushed the envelope to make a significant difference to the community through design that improves the quality of life. Their contributions should have also enhanced human potential and national competitiveness, moving beyond mere aesthetics.

Products and projects entered in this prestigious award program are judged by an appointed panel of independent expert jurors from both Singapore and overseas with these judging criteria:

- Creativity and originality of design thinking
- Execution and finish
- Functionality and design strategy
- Aesthetic sensibility and emotional appeal

- Benefit to humanity
- Sustainability
- National significance and iconic value to Singapore

“We are truly honoured that the Sound Blaster Roar wireless portable speaker was selected as a ‘Design Of The Year’ winner by the prestigious President’s Design Award 2014. At Creative, it is our mission to innovate and create products that deliver not only the best in audio performance, but also the utmost in functionality and aesthetic appeal. Working hand-in-hand, our industrial designers and engineering teams have always strived to find that perfect balance between form and function, and design every product to be a sensory feast for both the ears and the eyes. In designing the Sound Blaster Roar, our designers and engineers have defied the laws of acoustic engineering and broke through conventional beliefs to deliver what we believe to be the first high performance home stereo grade wireless speaker that can be taken on-the-go.

The Sound Blaster Roar is a product of years of research in speaker design and technology, and represents the pinnacle of portable wireless audio. It marks the redefinition of the home stereo and wireless speaker market – by combining wireless connectivity, portability, high fidelity and audio power all into one sleek compact unit that can rest on the palm. The President’s Design Award signifies the recognition of this design and innovation effort.” said Sim Wong Hoo, CEO of Creative Technology.

### **Creative Sound Blaster Roar Portable Wireless Speaker**

Designed to rival existing home stereo systems, Creative Sound Blaster Roar, a new concept, 5-driver portable wireless speaker is a heavyweight contender in the wireless speaker market that delivers amazingly powerful, precision-tuned, high fidelity sound from a compact and portable booklet size.



Launched in March following a highly successful sneak preview at CES 2014 in early January in Las Vegas, the Sound Blaster Roar has been receiving very positive reviews and comments from the media, product reviewers and users.

Dubbed the ‘Audiophile Sound Booklet’, the sleek, metallic Sound Blaster Roar measures only 57 x 202 x 115 mm and weighs 1.1 kg, but packs a powerful punch in audio performance.

The unconventional design concept and innovative methodology of a 5-driver approach utilising a boxer-bass-module and dual “far-field” high frequency drivers with Bi-Amplification and achieving a low-profile form factor enable the speaker to deliver exceptionally powerful sound with significantly enhanced audio spaciousness and stability.



Encased within a clean and compact speaker casing are many useful functions and features such as an integrated MicroSD WMA and MP3 player, speakerphone teleconferencing, voice recording, USB audio with Sound Blaster enhancement, dual battery mode and many more. The smooth surface and seamless design of the speaker grille made of high quality material give the speaker a contemporary and timeless aesthetic appeal.

The audio power of the Sound Blaster Roar is mind-shattering for its size and precision fidelity. It is believed to be the first high performance home stereo grade wireless speaker that can be taken on-the-go.



Check out the video from <http://www.youtube.com/watch?v=TDBIXLK7EkA>

The Sound Blaster Roar will be showcased at the President's Design Award Exhibition after the President's Design Award 2014 Ceremony held on 25 November 2014 at the Istana. Thereafter, the Exhibition will travel to other venues.

For more information about the Creative Sound Blaster Roar portable wireless speaker, please visit [www.creative.com/roar/](http://www.creative.com/roar/)

***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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**CONTACT INFORMATION**

Creative Technology Ltd  
Wynne Leong  
Tel (65) 6895 4120  
[wynne\\_leong@ctl.creative.com](mailto:wynne_leong@ctl.creative.com)

August Consulting  
Alan Lee  
Tel (65) 6733 8873  
[alanlee@august.com.sg](mailto:alanlee@august.com.sg)