

Creative Announces the New Aurvana® In-Ear Plus Series of Studio Quality Earphones – Enhanced to Support Smart Devices
Aurvana® In-Ear3 Plus and Aurvana In-Ear2 Plus - Powered by Balanced Armature Drivers for Precise Sonic Performance, Feature Excellent Noise Isolation and High-Quality In-line Mic that Supports Smartphones and Tablets

SINGAPORE – 17 March 2015 – Creative Technology Ltd today announced the new Aurvana® In-Ear Plus Series of studio quality earphones with the Aurvana In-Ear3 Plus and the Aurvana In-Ear2 Plus earphones. These two refreshed Aurvana In-Ear Plus earphones will debut at the IT Show 2015 to be held on 19 – 22 March 2015 at Suntec Singapore (Creative Booth No: Hall 601, Booth 6141, Level 6).



Creative Aurvana In-Ear3 Plus Earphones

The Aurvana In-Ear Plus Series leverages on the award-winning designs of the Aurvana In-Ear earphones that were innovatively conceptualised, assembled with carefully selected premium materials, high-grade components and superb finishing. As with the entire Aurvana premium range, these earphones were purposefully designed and meticulously tested by Creative's dedicated team of acoustics and ergonomics experts to ensure they deliver peak audio performance for a pristine studio quality personal listening experience.

Enhanced to Support Smart Devices

The Aurvana In-Ear3 Plus is powered by dual Balanced Armature drivers (tweeters and woofers) with precise crossover circuitry that enable it to deliver accurate and smooth sonic performance that one expects from a set of high quality studio speakers. It features AuraSeal noise-isolation technology that effectively blocks out up to 98% of external noise. Powered by a single premium Balanced Armature driver, the Aurvana In-Ear2 Plus delivers detailed and smooth audio response that is complemented by punchy bass, leading to an overall warmer and fuller

presentation suitable for a wide genre of music and vocals. AuraSeal in-ear design allows Aurvana In-Ear2 Plus to offer superb noise-isolation of up to 95%.

Both of these refreshed Aurvana In-Ear Plus models sport improvements in the areas of acoustic tuning and enhanced support for use with smart devices. The earphones' ergonomic in-line microphone and one-button remote with volume adjustment let users answer voice calls or control music playback easily on their smartphones or tablets. Its sturdy L-shaped 4-pole gold plated plug offers a high-grade connection. Users' listening experience of the Aurvana In-Ear3 Plus earphones is further enhanced by the tangle-free braided fabric cable made from high quality nylon that is designed to help reduce unwanted contact noises.

Creative Aurvana In-Ear3 Plus

– High-end Noise-isolating In-Ear Earphones with Mic

The refreshed Aurvana In-Ear3 Plus earphones now features a more refined acoustic tuning, an inline microphone and a remote control for voice and music playback control, plus superior tangle-free braided cable made of high quality nylon.



Creative Aurvana In-Ear3 Plus Earphones

- **Micro Powerhouse** – Imagine if one could shrink down a set of studio speakers so that they fit into one's ears. This is exactly what Creative has done with the Aurvana In-Ear3 Plus. Styled in contemporary dark-chrome finish, its precise Dual Balanced Armature Tweeter and Woofer speakers and optimised sound tube design with passive crossovers on each side deliver the accurate and smooth response that user would expect from studio speakers.
- **Perfect Acoustics** – The angled sound tube fits the ear canal snugly to provide a natural fit, while its patent-pending acoustic partition design separates the highs (Tweeter) and mids/low (Woofer) to produce a more defined audio soundscape.
- **Excellent Sound Isolating Design** – The AuraSeal in-ear design with supplied silicone and foam eartips in different sizes provide up to 98% noise isolation and minimise bass leakages too – giving user an optimal music experience anywhere, anytime.

- **Clear Conversations with Optimised Controls** – Users of smartphones or tablets can conveniently answer voice calls or control music playback with the earphones’ ergonomic in-line microphone and one-button remote with volume adjustment.
- **High Quality Secure Fit** – The over-ear cable loop offers a convenient wearing style that stays securely on, even when users are on the move. The premium, high-purity Oxygen-Free Copper cabling along with a sturdy L-shaped 4-pole gold plated plug provide a high-grade connection.
- **Superior Tangle-Free Fabric Cable** - The earphones’ braided fabric cable made with high quality nylon not only helps reduce undesirable contact noises caused by friction, it also helps reduce messy tangling of cable during use, enabling users to enjoy a fuss-free music listening experience.
- **Easy to Store and Carry** – Store the earphones in the supplied compact travel pouch for portable convenience.

Technical Specifications of Creative Aurvana In-Ear3 Plus Earphones:

- Drivers: Dual Balanced Armature
- Frequency Response: 10Hz ~ 17kHz
- Impedance: 28 ohms
- Sensitivity (1kHz): 112dB/mW
- Cable length: 1.3m Oxygen-Free Copper cable
- Connectivity: L-shaped 3.5mm 4-pole gold-plated plug (CTIA)

Creative Aurvana In-Ear2 Plus

– *Perfect Acoustics Reimagined*

The refreshed Aurvana In-Ear2 Plus earphones also features a more refined acoustic tuning, an inline microphone and a remote control for voice and music playback control for a wide range of smart devices. Its Balanced Armature driver with



Creative Aurvana In-Ear2 Plus Earphones

an acoustic grille design allows it to deliver precise, detailed and smooth playback complemented by a punchy bass. With an ultra-comfortable fit and superb noise-isolation effect, the Aurvana In-Ear2 Plus offers a truly pristine listening experience.

- **Perfection Redefined** – The Aurvana In-Ear2 Plus earphones' precise Balanced Armature driver with acoustic grille design allows it to deliver precise, detailed and smooth sonic response complemented by a punchy bass. Users can hear music come to life with an overall fuller and warmer audio presentation.
- **Excellent Noise Isolation** – AuraSeal in-ear design offers superb noise-isolation of up to 95%. Ambient noises such as those from airplanes or train engines are significantly reduced so that the user can enjoy a favorite tune in peace.
- **Contemporary Aesthetic Design** – The Aurvana In-Ear2 Plus earphones sports a compact yet robust design with a sleek dark chrome finish that is both contemporary and minimalist.
- **Ergonomic Fit** – Accurately contoured to create a comfortable fit for the user's ears in order to minimise sound leakage that can mar bass reproduction; and fit securely to the user's ears even during active pursuits. Soft, ultra-comfortable and secure fitting hypoallergenic eartips are available in different sizes.
- **Crystal Clear Entertainment** – Premium quality Oxygen-Free Copper cable coupled with a sturdy L-shaped 4-pole gold plated plug offer excellent audio transmission by reducing distortions significantly, so the user gets to enjoy crystal clear music playback.
- **Clear Conversations with Optimised Controls** – The refreshed Aurvana In-Ear2 Plus earphones now features an inline microphone and a one-button remote control with volume adjustment that delivers crisp conversations during calls and allow general call and playback controls that are optimised for a wide range of smartphones and tablets.
- **Complete Kit** – Travel pouch, cleaning tool, airplane adapter and eartips of different sizes are included for travel and ease of use.

Technical Specifications of Creative Aurvana In-Ear2 Plus Earphones:

- Drivers: Balanced Armature
- Frequency Response: 15Hz ~ 16kHz
- Impedance: 42 ohms

- Sensitivity (1kHz): 110dB/mW
- Cable length: 1.2m Oxygen-Free Copper cable
- Connectivity: L-shaped 3.5mm 4-pole gold-plated plug (CTIA)

Compatible with the latest smartphones and tablets supporting 3.5mm 4-pole connector (CTIA standard). Functions may vary among devices. It is not recommended to use on a device with regular stereo or 3-pole socket.

Pricing and Availability

The Creative Aurvana In-Ear3 Plus and Aurvana In-Ear2 Plus earphones will be available at the IT Show 2015 to be held on 19 – 22 March 2015 at Suntec Singapore (Creative Booth No: Hall 601, Booth 6141, Level 6). From 19 March 2015 onwards, they will be available at the online store at sg.store.creative.com at the following suggested retail prices:

Creative Aurvana In-Ear3 Plus Earphones	USD149.99
Creative Aurvana In-Ear2 Plus Earphones	USD99.99

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

For more information about the Creative Aurvana In-Ear3 Plus and Aurvana In-Ear2 Plus earphones, 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.

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CONTACT INFORMATION

Creative Technology Ltd

Wynne Leong

Tel (65) 6895 4120

wynne_leong@ctl.creative.com