

**Creative Launches the Ultra-Light Sound Blaster® JAM
Bluetooth Headset for Smartphones and Tablets**
*Highly Portable and Powerful Headset Boasts 12 Hours Battery Life and
Sound Blaster Processing when Connected via USB to PC/Mac*

SINGAPORE – 22 January 2015 – Creative Technology Ltd today announced the Sound Blaster® JAM, a lightweight and powerful Bluetooth headset with long battery life to give today's smartphone user great wireless audio for music, movies, games and communication on the go. The headset also doubles up as a pair of Sound Blaster audio-enhanced headphones when connected to a PC/Mac via USB.



**Creative Sound Blaster JAM
Bluetooth Headset**

The Perfect Smartphone Companion

The Sound Blaster JAM supports Bluetooth 4.1 audio streaming, allowing users to communicate and stream audio content from their mobile device without the hassle of wires. It also features Near Field Communication (NFC) wireless connectivity for easy one-touch pairing. The headset's modern lightweight design, comfortable ear cushions, long battery life and fuss-free controls on the earcup make it the perfect smartphone companion for hands-free voice communication, music playback, watching movies and mobile gaming. Its powerful Neodymium drivers bring the user's audio to life while the built-in microphone with noise reduction and acoustic echo cancellation abilities deliver amazing voice clarity, perfect for Bluetooth-enabled phone calls.

Sound Blaster Audio-Enhanced Headphones for Your PC/Mac

Connect the Sound Blaster JAM via USB to a computer to listen to clear uncompressed digital audio playback and enjoy advanced Sound Blaster's SBX Pro Studio™ enhancement for music, movies and games. The SBX Pro Studio suite of audio technologies, such as Surround,

Crystalizer, Bass, Smart Volume and Dialog Plus, give users the ability to fully customise every aspect of the headphones' audio settings. SBX Surround increases and expands the virtual surround spaciousness, allowing users to enjoy realistic surround sound when watching movies or playing games while SBX Crystalizer restores details and expands the dynamic range of audio.

Key Features of the Sound Blaster JAM:

- **Light, portable design**

Sound Blaster JAM uses lightweight materials that minimise bulk and increase comfort and mobility.

- **Long listening comfort**

The ergonomic fit of the soft ear cushions ensure comfort and long listening hours.

- **High-performance Neodymium drivers**

The high-performance Neodymium drivers are capable of handling frequency response of 20Hz ~ 20kHz.

- **Engineered by Sound Blaster**

The Sound Blaster JAM is specially designed and tuned by the Sound Blaster team to deliver rich sound and powerful bass for a great music, movie and gaming experience on the go.

- **Bluetooth 4.1 and NFC wireless technology**

The Bluetooth headset features NFC technology which allows for easy, one-touch pairing by simply tapping an NFC-enabled device on the earcup.

- **Up to 12 hours* wireless playback or talktime**

Energy-efficient audio streaming provides extended wireless usage up to 12 hours* – among the best performance in this lightweight category.

- **One-tap BASS enhancement**

Boost the bass of the user's audio by simply tapping the BASS button on the earcup.

- **Easily accessible controls on earcup**

Built into the earcup are also the main controls for the headset power, volume, Bluetooth connection, audio play/pause and calls, providing a convenient remote control over the user's phone.

- **USB port for digital audio streaming with advanced Sound Blaster processing from a computer and convenient charging**

Charge the headset while enjoying high-quality audio with advanced Sound Blaster processing when listening to music, watching movies or playing games on a computer via a USB cable.

- **Built-in noise reduction and acoustic echo cancellation microphone for phone calls**

When paired to a phone via Bluetooth, the built-in microphone blocks out ambient noises, eliminates echoes and enables the speaker to listen to the other party clearly during a phone call.

** Actual battery life will vary with use and volume settings.*

Pricing and Availability

The Creative Sound Blaster JAM Bluetooth headset, priced at USD49.99, will be available at the end of January 2015 at the online store at sg.store.creative.com.

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

For more information about the Creative Sound Blaster JAM, 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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