

Creative Introduces Hitz™ MA500 – High Performance In-Ear Headset for Superior Music Listening and Pristine Voice Calls
Stylish Noise-Isolation In-Ear Headset with an In-Line Microphone and Volume Control on a Flat, Tangle-Free Cable for Use with Smartphones and Tablets

SINGAPORE – 2 July 2014 – Creative Technology Ltd today announced the Creative Hitz™ MA500 – a high performance noise-isolation in-ear headset with an ergonomic one-button in-line microphone and volume control on a flat, tangle-free cable for use with smartphones and tablets.

Stylishly designed with a premium chrome finish and available in two color options of black and white, the ultra-lightweight Creative Hitz MA500 is the latest addition to the popular Creative Hitz Series of headsets that aims to provide discerning users with high quality audio, clear voice communications at the best value, with added features such as a convenient one-button in-line microphone for easy volume adjustments, noise-isolation capability, and a flat, tangle-free cable design for ease of use and storage.



**Creative Hitz MA500
In-Ear Headsets**

High Quality Audio

The Creative Hitz MA500 headset's bass-tuned Neodymium drivers offer a fuller bass and an impressive performance on music tracks while preserving clear voice calls. Users are ensured of getting the best immersive audio experience for any usage scenario.

Clear Conversations with Optimised Controls

The one-button in-line microphone with volume adjustment delivers crisp conversations during calls and allows general call and playback controls that are optimised for a wide range of smartphones and tablets.

Tangle-Free, Clear Music Listening

The headset's flat, tangle-free cable design reduces unwanted contact noises and lets users enjoy superior and fuss-free music listening, and its gold-plated plug offers a high-grade connection.

Noise Isolation Capability

The ergonomic in-ear design isolates ambient noise to let users enjoy entertainment or conversations without any distractions. In addition, users can choose from three different sizes of dual-tone soft silicone eartips that provide optimal seal in their ears against exterior noises.

Technical Specifications of Creative Hitz MA500

Earphones

- Drivers: 9mm Neodymium magnet
- Frequency Response: 6Hz ~ 23kHz
- Impedance: 32ohms
- Sensitivity (1kHz): 105dB/mW

Microphone

- Type: Omni-directional
- Impedance: <2.2kohms
- Cable Length: 1.2m
- Input plug: L-shaped 3.5mm 4-pole gold-plated plug

Pricing and Availability

The Creative Hitz MA500 in-ear headset will be available from end July 2014 onwards at the online store at sg.store.creative.com at USD49.99.

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

For more information about the Creative Hitz MA500 in-ear 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 BlasterAxx that aims 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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