

Creative Introduces the MUVO™ mini – Weatherproof Tiny Bluetooth Portable Wireless Speaker

Designed To Work in Harsh Weather Conditions – Dual 1.3” Full Range Drivers Deliver Amazingly Loud Audio and Powerful Bass From its Compact Enclosure

SINGAPORE – 10 July 2014 – Creative Technology Ltd today announced the Creative MUVO™ mini – the latest addition to the popular Creative MUVO family of near-field communications (NFC) Bluetooth portable wireless speakers.



**Creative MUVO mini
Portable Wireless Speaker**

Sporting a contemporary geometric compact encasement with four colour options of red, blue, white and black, the Creative MUVO mini is designed to deliver amazingly loud sound and powerful bass for its small size. Furthermore, it is engineered to withstand the harshest of weather elements, enabling users to enjoy and share all types of digital entertainment content out loud with family and friends – music, videos, movies, games, as well as voice calls – anytime, anywhere and in any weather.

“In designing the Creative MUVO mini, we want our users to be able to enjoy an optimal audio experience in the most compact-sized speaker that they can put into their pockets or purses, and bring it along wherever they go. To ensure that this tiny speaker delivers astoundingly loud and clear stereo sound, two highly-tuned and lightweight full-range drivers were selected for use. Furthermore, a specially-designed oversized front-facing passive radiator further extends and enhances the compact speaker’s bass performance and delivers ‘Big Speaker Bass’.” said Niu Chew Eng, Senior Manager for Advanced Multimedia Products at Creative Technology.



“We even went the extra mile to have the MUVO mini certified with an IP66 Ingress Protection rating that tests it against the harshness of outdoor all-weather usage, such as water and dust, so that you can enjoy great audio anytime, anywhere and in any weather. Whether at a picnic by the beach, a night out at a hip-hop party, at summer camp in the national park, or calling your family from a road trip, the MUVO mini is a perfect weatherproof companion wherever you go.” added Niu.

Technological Features of the Creative MUVO mini Portable Wireless Speaker

Powerful Audio

- Powerful full-range micro drivers – Highly-tuned and lightweight, the dual 1.3 inch full range drivers deliver shockingly loud stereo audio from its compact enclosure.
- Oversized internal passive driver – Specially-designed oversized front-facing passive radiator extends and enhances the bass performance of the small and compact speaker.

Smart Design

- Designed and built with IP66 rating for protection against dust and water, making it a perfect compact speaker for all types of usage scenarios.
- Charges conveniently via USB – Not only does it play loud audio wirelessly from mobile phones, it also charges conveniently via any USB connection.
- Rubberised grip – Designed for portability, the acoustic enclosure features a rubber coating that is grip-friendly to the touch.

Easy Usage

- Bluetooth wireless technology with NFC – The MUVO mini comes with Bluetooth wireless technology for seamless wireless music playback and also NFC for fuss-free easy connection with a NFC compatible device.
- Bluetooth speakerphone capability – Plays music wirelessly and conveniently answers calls with just a touch of a button.

- 3.5mm Aux-in – For universal connectivity and easy connections to other analog audio devices.
- Tiny Design – For the ultimate in portability. Bring it anywhere as its small footprint takes up very little in luggage space.

Technical Specifications of Creative MUVO mini Portable Wireless Speaker

- Speaker Dimensions (H x W x D): 190 x 37 x 59 mm / 7.4 x 1.4 x 1.7 inches
- Speaker Weight: 288g / 10.2 oz
- Bluetooth Version: Bluetooth 4.0
- Bluetooth operating frequency: 2402 – 2480MHz
- Supported Bluetooth profiles : A2DP (Wireless Stereo Bluetooth) **
: AVRCP (Bluetooth Remote Control)
: HFP (Handsfree Profile)
- Supported Codec: SBC
- Operating Range for Bluetooth devices: Up to 10 meters (*Measured in open space. Walls and structures may affect range of device*)
- Supports fuss-free pairing and connections with Near Field Communications (NFC)-enabled stereo Bluetooth devices
- 3.5mm Integrated Aux In for other audio devices
- 3.6V 2200mAH (7.92Wh) lithium-ion battery
- Up to 10 hours of audio playback*
- Charges easily via Micro USB with your existing USB chargers
- Compatible with PC (Windows XP/Vista/7/8/8.1), Apple Macintosh equipped with Bluetooth wireless stereo
- Compatible with most major brands of Bluetooth A2DP enabled mobile phones
- Compatible with mobile phones equipped with Near Field Communications (NFC) technology for fuss-free pairing and connection
- The MUVO mini is available in black, white, blue and red

* Based on moderate volume level. Actual battery life will vary with use and settings and environmental conditions.

*** Stereo Bluetooth or A2DP profile enables wireless transmission of full stereo sound to other Bluetooth devices. To determine whether your device (notebook, PC or mobile device) is equipped with A2DP-enabled Bluetooth technology, refer to your device manufacturer's documentation/website for more information.*

Pricing and Availability

The Creative MUVO mini portable wireless speaker, priced at USD59.99, now available 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 MUVO mini wireless speaker, 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, Sound BlasterAxx and MUVO are trademarks or registered trademarks of Creative Technology Ltd in the United States and/or other countries. All rights reserved. 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

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