

## **Creative Introduces the T50 Wireless Signature Series – Premium Bluetooth Wireless 2.0 Speaker System**

*Featuring a 3-Driver MTM (Midrange-Tweeter-Midrange), Premium Audio Components and a Sleek Contemporary Design, the Speaker System Delivers a Superbly Balanced and Accurate Wireless Music Listening Experience*

**SINGAPORE – 17 July 2014** – Creative Technology Ltd today announced the Creative T50 Wireless Signature Series 2.0 speaker system – the latest addition to the popular T-Series of wireless speakers featuring high quality Bluetooth audio streaming with aptX® audio codec and “Tap & Play” Near Field Communication (NFC) wireless connectivity that allows users to enjoy digital content with their mobile devices, PCs and Macs without the hassle of wires.



**Creative T50 Wireless  
Signature Series  
2.0 Speaker System**

### **Powerful Acoustic Performance**

Taking inspiration from Creative’s multiple award-winning and widely popular GigaWorks T40 speaker system, the Creative T50 Wireless is re-tuned to deliver improved high frequency performance, lower treble and bass extension. This makes vocals clearer and fuller with drums having more impact and depth.

Retaining the 3-driver MTM (Midrange-Tweeter-Midrange) approach, each speaker tower features silk dome tweeters for silky smooth non-fatigue highs and woven glass fiber drivers for improved flex to deliver warm full bodied midrange sounds. Creative BasXport® Technology enables the speaker to enhance lower midrange sounds and deliver high output bass without the need of a bulky, and often inconvenient, subwoofer.

Overall, the Creative T50 Wireless Signature Series speaker system is able to deliver a more natural, accurate and balanced sound signature that suits all kinds of music genre.

### **Speedy and Versatile Connectivity**

As for connectivity, advanced Bluetooth wireless technology supporting aptX<sup>®</sup> audio codec and “Tap & Play” NFC were adopted, enable the Creative T50 Wireless Signature Series speaker system to activate Bluetooth pairing at lightning-fast speed, and play smooth and silky music that sounds as good as a wired connection. The speaker’s 3.5mm Line-in option enables wired connection to other analog audio devices. It also comes with a dedicated headphone jack that allows for private listening.

### **Smart New Industrial Design**

The Creative T50 Wireless Signature Series 2.0 speaker system sports a new curved rear enclosure design and a glossy black piano finish with contrasting yellow drivers and silver details. The new curved body shape is designed to minimise unwanted internal standing waves, letting the speaker system deliver full midrange sounds with cleaner, louder and more extensive bass performance. In addition to increasing the speaker system’s overall acoustic volume, the curved design also helps to preserve its small footprint.

### **An Overall Winner**

“At Creative, we constantly challenge ourselves to find new audio solutions for our speaker products, so that our users can enjoy the best audio experience at the best value possible. We have done it yet again with the Creative T50 Wireless Signature Series 2.0 speaker system.” said Niu Chew Eng, Senior Manager for Advanced Multimedia Products at Creative Technology.

“The Creative T50 Wireless speaker system is an overall winner – Encased in a new curved shape with a glossy black piano finish, the speaker makes a sleek contemporary design statement. With the adoption of premium components, many advanced audio technologies and the latest Bluetooth connectivity, this new wireless speaker system offers mobile device users with powerful high-quality audio for music, movies and games, plus the freedom to move about their listening environment without the hassle of wires, and without a bulky subwoofer.” added Niu.

## Technical Specifications of Creative T50 Wireless Signature Series Speaker System

- Weight : 4.0 kg / 8.8 lbs\*
- Left Speaker :  
Dimensions (HxWxD) : 316 x 91 x 186 mm / 12.4 x 3.6 x 7.3 inches  
Weight : 1.5 kg / 3.3 lbs  
Cord Length : approx 1.5 m
- Right Speaker :  
Dimensions (HxWxD) : 316 x 91 x 196 mm / 12.4 x 3.6 x 7.7 inches  
Weight : 1.6 kg / 3.6 lbs
- Power Adapter Weight : 265 g / 0.58 lbs\*  
Power Cable Weight : 82 g / 0.2 lbs\*  
Combined Length : approx 3.3 m
- RCA to 3.5mm Adapter  
Dimensions : (HxWxD) : 12 x 25 x 45 mm / 0.4 x 1 x 1.7 inches  
Weight : 8 g

*\* Weight may differ by country. This measurement is based on product sold in Europe region.*

- Bluetooth operating frequency : 2402 – 2480MHz
- Bluetooth Version : Bluetooth 3.0
- Supported Bluetooth profiles : A2DP (Wireless Stereo Bluetooth) <sup>1</sup>
- Supported Codecs : SBC, aptX<sup>®</sup>
- Operating Range for Bluetooth devices : Up to 10 meters (Measured in open space. Walls and structures may affect range of device.)
- Supports fuss-free connections with Near Field Communications (NFC)-enabled stereo Bluetooth devices
- 3.5mm Integrated Line-In for other audio devices
- Multiple connectivity inputs : RCA (via RCA to 3.5mm adapter), 3.5mm Line-In for a wide range of audio devices
- Dedicated headphones jack for private listening

*- 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 connection*

<sup>1</sup> 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 T50 Wireless Signature Series speaker system, priced at USD199.99, is available now at the online store at [sg.store.creative.com](http://sg.store.creative.com).

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

For more information about the Creative T50 Wireless Signature Series speaker system, please visit [www.creative.com](http://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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