



Creative and POPULAR Announce Partnership To Bring Super X-Fi® Products To Singapore Islandwide

*POPULAR And Creative Are Coming Together As Two Iconic Singapore Brands
With The Goal To Extend The Reach Of Super X-Fi To All Heartlanders In Singapore*

SINGAPORE – 03 December 2018 – Creative today announced that it was entering into a partnership with Singapore’s largest bookstore chain, POPULAR. This will be a longer term partnership where both companies would like to come together and create fresh, unique experiences for the Singapore market.

This will begin with a Super X-Fi Experience Zone at the 12th edition of Bookfest@Singapore. Organized by POPULAR, BookFest was awarded “Largest Book & Stationery Fair in Singapore” by the Singapore Book of Records, with an average of over 500,000 visitors. There are also plans to include Creative’s groundbreaking SXFI AMP across selected POPULAR stores across Singapore.

“We are truly excited to be working with Creative Technology to enhance our one-stop retail concept. The Gadgets & IT section is featured prominently in many of our stores, particularly in our New Generation stores, and it is part of our efforts to serve the needs of the modern consumer and become the ultimate destination for everyone in the family, be it for gadgets & IT products, entertainment, books, educational materials, or otherwise. And what better way to do this than with Creative’s Super X-Fi technology that will transform the way today’s modern family experiences all their movies, music and games on their smart devices and PCs with their headphones. I’ve personally experienced the SXFI AMP and it’s just magical, “ said Frank Seet, General Manager of Gadgets & IT and CD-Rama at POPULAR.

The SXFI AMP is the first manifestation of the Super X-Fi technology that garnered many rave reviews and won multiple awards, including the [Best of CES 2018 Award \(AVS Forum\)](#). The SXFI AMP achieved a very high satisfaction number at launch, with over 99% of customers impressed with its performance. The SXFI AMP is the best of two worlds; it combines Super X-Fi technology with a premium high-performance headphone amplifier in a dongle no larger than a finger. Find out more about Super X-Fi technology here: www.sxfi.com/tech/

“We’re happy to be working together with POPULAR to bring the magic of Super X-Fi to everyone on the island. Since the launch of Super X-Fi, we have been inundated with requests by those who have read all the rave reviews about Super X-Fi and want to listen for themselves, and now they can. Super X-Fi will be open to all, beginning with POPULAR’s upcoming Bookfest@Singapore 2018. Together with Creative fans, this means that way over 500,000 people will get to experience Super X-Fi for themselves at the 10-day event. Subsequently we will be planning to deploy Super X-Fi pop-up kiosks at selected POPULAR Stores across Singapore,” said Song Siow Hui, President of Creative Labs Pte Ltd.

How Super X-Fi Works

Imagine capturing the listening experience of a high-end multi-speaker system in a theater and actually re-creating that same expansive experience - the same depth, detail, soundstage, three dimensionality, immersiveness, realism and more. It's like the magic of holography, but in audio - for headphones.

Leveraging on leading-edge precision technology that maps the distinct acoustics of an audio system projecting sound to the human ear in an expansive three-dimensional space, the Super X-Fi holographic audio technology intelligently translates that complex information into an almost identical breathtaking listening experience for headphones.

In addition, everybody hears sound differently in the real world, depending on the shape of one’s ears and structure of the head. Super X-Fi further uses Artificial Intelligence to map the individual’s ear shape and head profile, then utilizes a computationally complex algorithm to

transform and custom tailor the audio to each individual, so that it sounds perfect to each and every one, and like what they hear in the real world.

TRY SUPER X-FI FOR FREE

Users can experience the magic of Super X-Fi by visiting the Bookfest@Singapore 2018. A Super X-Fi Experience Zone will be located at Bookfest@Singapore 2018 at Suntec City from 14 Dec to 23 Dec, 10 am to 10 pm.

Visitors to the zone will be treated to a product demonstration and a hands-on experience with Super X-Fi on movies, music, and games. They will also be treated to a Super X-Fi personalization service and a trial version of the Super X-Fi music player app **free of charge** which they can take home.

SUPER X-FI BOOKFEST DEAL

Visitors can purchase the SXFI AMP at a very special price of SGD199 at Bookfest. On top of that, they will also receive a complimentary pair of Aurvana SE Super X-Fi Certified Headphones worth SGD99 with this deal (while stocks last). For more information, visit sxfi.com/amp.

There will be more attractive deals for other Creative products at the Bookfest, including the all new amazingly affordable Creative STAGE high-performance under-monitor soundbar with subwoofer. Find out more at: www.sg.creative.com/bookfest.

About Creative

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for driving the multimedia revolution – which established a user base of 400 million – Creative drives digital entertainment with cutting-edge audio solutions that include premium wireless speakers, wireless headphones, powerful audiophile-grade digital amplifiers and next-generation home-theatre systems. Aiming at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets, Creative continues to re-invent the Sound Blaster, with its ground-breaking Sound Blaster Roar series and USB-audio class of products such as the Sound Blaster X7.

In 2016, Creative unveiled the X-Fi Sonic Carrier: a brand-new concept in hi-res audio and video delivery for home entertainment. This technology powerhouse dubbed ‘the soundbar of the gods’ personifies the Audio of Tomorrow.

In 2018, Creative launched an all-new award-winning game-changing technology for headphones called Super X-Fi. This technology uses computational audio to recreate the listening experience of a high-end multi-speaker system in a professional studio, and delivers the same expansive experience – with the same original depth, detail, realism, and immersiveness – in headphones. Super X-Fi further uses Artificial Intelligence to compute a custom audio profile based on a person’s unique anthropometry. The magic of Super X-Fi brings holography into audio, for headphones.

About BOOKFEST@SINGAPORE

BookFest@Singapore has established itself as Singapore’s largest and most successful book festival over the past decade. The annual mega book and stationery event is catered to book lovers, retailers, distributors, students, educators, families and working professionals. Since its inauguration in 2006, BookFest@Singapore has seen a six-fold increase in visitorship to this one-stop event, offering a comprehensive range of the best and latest publications, stationery, electronic peripherals, Gadgets & IT products and educational aids. With a multitude of children’s activities, local and overseas author appearances, guest appearances by celebrities, health & wellness programmes, literary events, along with many reading and learning opportunities, BookFest will see an average of over half a million visitors.

About POPULAR

Popular Book Co (Pte) Ltd is a Singapore-based company that publishes, distributes, and retails books for both the educational and general fiction markets in Singapore, Malaysia, Hong Kong and other parts of the world. It has subsidiaries in countries such as Canada, the People’s Republic of China, Malaysia, and Singapore. Popular Holdings Ltd has been ranked among the Top 100 Brands in Singapore by Brand Finance for four consecutive years since 2012.

POPULAR currently carries out its publishing activities through subsidiaries operating in Singapore, Malaysia, Hong Kong, Macau, Taiwan and Canada. Its bookstore operations currently have a network of around 200 POPULAR bookstores in Singapore, Malaysia, and Hong Kong. Its businesses span across retail, distribution, publishing, e-learning and property development.

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CONTACT INFORMATION

Creative Technology Ltd
Eugene Chong
(65) 6895 4190
yochong@ctl.creative.com