



75 Million Users To Enjoy Super X-Fi® Headphone Holography As Creative Partners With iVideoSmart

*Super X-Fi Magically Lets Headphone Users Experience Audio Naturally
As If It Was From External Speakers*

SINGAPORE – 29 November 2018 – Creative today announced a technology partnership with iVideoSmart, a leading white-label video publishing platform with over 75 million unique monthly streaming users in Asia.

Creative is working with iVideoSmart to incorporate its groundbreaking Super X-Fi technology into iVideoSmart’s platforms. This is a technology partnership that sees Super X-Fi integrated right into the engine of a third-party platform, and Creative is planning for more such Super X-Fi partnerships going forward. These kinds of partnerships will allow a massive number of users to have a taste of Super X-Fi technology for free on a limited basis. This will enable the rapid scaling up of the Super X-Fi user base.

At the same time, iVideoSmart will facilitate the marketing of Super X-Fi products to its massive user base starting with Creative’s SXFI AMP. 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 SXFI AMP here: sxfi.com/amp.

“Subsequent to the launch of the first Super X-Fi product in Q3, 2018 in Singapore, Creative has now expanded its engagement activities to include international streaming platform partners. iVideoSmart is one such streaming platform that has had a very impressive ramp up over the

last few years to become one of the largest video publishers in the region,” said Darran Nathan, Super X-Fi Business Director at Creative.

“The way users consume their media content has changed dramatically. Users now consume their content more and more from streaming sources. This trend has also seen the emergence of streaming content with audio of higher and higher quality. This is where Super X-Fi comes in to play a big part. Akin to the black & white TV era being taken over by the advent of colour, Super X-Fi will forever transform the way users experience content on their headphones. This partnership is part of our goal to deploy Super X-Fi to every headphone user on the planet. It also demonstrates that Super X-Fi is a technology that can exist in many forms; which include streaming entertainment apps, software platforms, standalone devices, smartphones and tablets, and even TV sets,” added Darran.

“We are extremely excited to be able to bring this game-changing technology to our users soon. By integrating Super X-Fi into our video player, users streaming content from smart devices and headphones will be able to experience audio as if it was coming from an elaborate home entertainment system speaker set-up. This creates a totally new immersive experience for users, especially when you watch videos of eSports tournaments or live events,” said Sze Chin Lee, CEO of iVideoSmart.

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. Find out more about Super X-Fi technology here: www.sxfi.com/tech/ .

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 iVideoSmart

Founded in 2016, iVideoSmart aims to be the largest independent video publisher in Asia by creating new ways for publishers to generate new revenue streams through better media engagement while delivering relevant video contents to consumers in a friendly and less intrusive manner. The company provides a video-in-a-box solution leveraging Artificial Intelligence and Machine Learning technologies to enable better video recommendation, delivery and monetization.

In less than 2 years, the company has expanded to 5 markets including Indonesia, Philippines, Malaysia, Taiwan and Hong Kong, powering video applications for major media companies and

telecom operators and reaching 75 million unique monthly users across its network of publisher partners. iVideoSmart is accredited by Singapore's Infocomm Media Development Authority (IMDA) in 2017 under SG:D programme, in recognition of its innovative product.

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