



## **Frenetic Orders For Creative's SXFI AMP At Launch**

*Initial Strong Results of Over 30 Units Sold Per Minute Indicates  
That Super X-Fi® Headphone Holography Is Here To Stay*

**SINGAPORE – 26 September 2018** – Creative today announced that it had experienced phenomenally strong initial sales numbers right from the time its new Super X-Fi online store at [www.sxfi.com](http://www.sxfi.com) opened on 24 September 2018 at 6.34pm (Singapore Time).

The product that was snapped up in record numbers was the all-new SXFI AMP. The SXFI AMP is the first manifestation of Creative's game-changing Super X-Fi headphone holography technology. Made for Android users, 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.

"I'm truly blown away by the initial whirlwind sales reaction to the launch of the SXFI AMP. In barely 20 minutes we clocked in an amazing 600 units sold. The confidence that folks out there have in the revolutionary Super X-Fi technology is truly heartening. And the sales period took place in the evening when people were busy commuting home from work. Of course these are initial launch numbers and have an element of pent up demand in it. It's early days yet and we are just testing out the product in a small market like Singapore. You probably can't expect this number to scale linearly at this initial phase," said Sim Wong Hoo, CEO of Creative.

"This is even more impressive than what we experienced when we first launched Sound Blaster in 1989, which went on to sell over 400 million units worldwide subsequently. It actually took Sound Blaster 4 days for us to reach 600 units when we launched it at COMDEX 1989 in Las Vegas. That in itself was a phenomenal result at the time. But now with Super X-Fi, it's the same number of units in just 20 minutes! Initial stocks are limited and are selling out fast. So if you want to be part of this revolution, get one now to avoid disappointment."

## **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 experience 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.

## **Pricing and Availability**

The SXFI AMP is priced at SGD219 (USD149.99) and is available for purchase at [www.sxfi.com/amp/](http://www.sxfi.com/amp/). The SXFI AMP is being rolled-out in Singapore first. Worldwide delivery is expected to commence in November 2018.

## **Super X-Fi Early Adopter's Special**

Early Adopters ordering the SXFI AMP during its initial launch period will also receive a complimentary pair of Aurvana SE Super X-Fi Certified Headphones worth SGD99 (USD69). This offer will be available for a limited period only, and while stocks last.

**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 drives digital entertainment with cutting-edge audio solutions which include premium wireless speakers, wireless headphones, powerful audiophile-grade amplifiers and digital audio converters, and next-generation home-theatre systems. Creative continues to re-invent the Sound Blaster, which has a user base of over 400 million, with its ground-breaking Sound Blaster Roar and Sound Blaster X7 that aim at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets.

Beyond Sound Blaster, Creative has also unveiled X-Fi Sonic Carrier: a brand-new concept in hi-res audio and video delivery for home entertainment. This technology powerhouse hosts, bridges and enhances a multitude of state-of-the-art technologies and entertainment platforms, and personifies the Audio of Tomorrow.

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