



Super<sup>®</sup>  
X-Fi  
headphone holography

Experience *Magical* Audio Reality

CREATIVE<sup>®</sup>





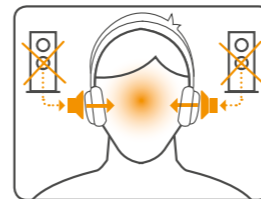
...as good as the real thing!

“ This holographic-sound headphone dongle  
**BLEW MY MIND! „**

-Tom’s Guide



**F**OR MANY DECADES, since the invention of headphones, there has been an unending quest for the holy grail of headphone audio. The challenge has been to make headphones sound as natural as what we experience in the real world around us, rather than sound confined inside our heads unnaturally. We started this pursuit more than twenty years ago, with the dream to bring this life-changing experience to the world. Through the years of this quest, involving countless seemingly insurmountable challenges and dead-ends, we’ve finally found **Super X-Fi®!**



**Normal Headphones:**

Audio made for external speakers but unnaturally pumped directly into your ears.

**GOOD HEADPHONE AUDIO IS A FALLACY..**

*Do you know headphone audio has been deceiving you all this while? The vast majority of audio tracks created today are meant for external speakers. As headphone users, we listen to such tracks all the time. This means sound is pumped directly into our ears, creating a claustrophobic audio soundstage, where sound seems unnaturally trapped in our heads. Acoustically, this is **wrong**. Good headphone audio is a fallacy. **It’s time for a change.***

In real life, audio is spacious, relaxing, and with depth. Everyone perceives sound differently based on our individual, unique facial structures, and ear shapes.

To get a natural, magically expansive audio experience that is truly tailor-made for your individuality, audio has to be produced in headphones based on how YOU perceive sound in real life. We use a complex inverse computation on the headphone audio signal to reverse the claustrophobic effect, bringing the source of the sound outside again – so that it sounds natural, just like in the real world.

We call this: **SUPER X-FI**

Furthermore, Super X-Fi personalizes the headphone audio experience based on your unique listening profile, accounting for the complicated pathways of how external sound travels to your ears. The response to Super X-Fi has been nothing short of **phenomenal**.

“ Hands down, this was the  
**Best demo of CES! „**

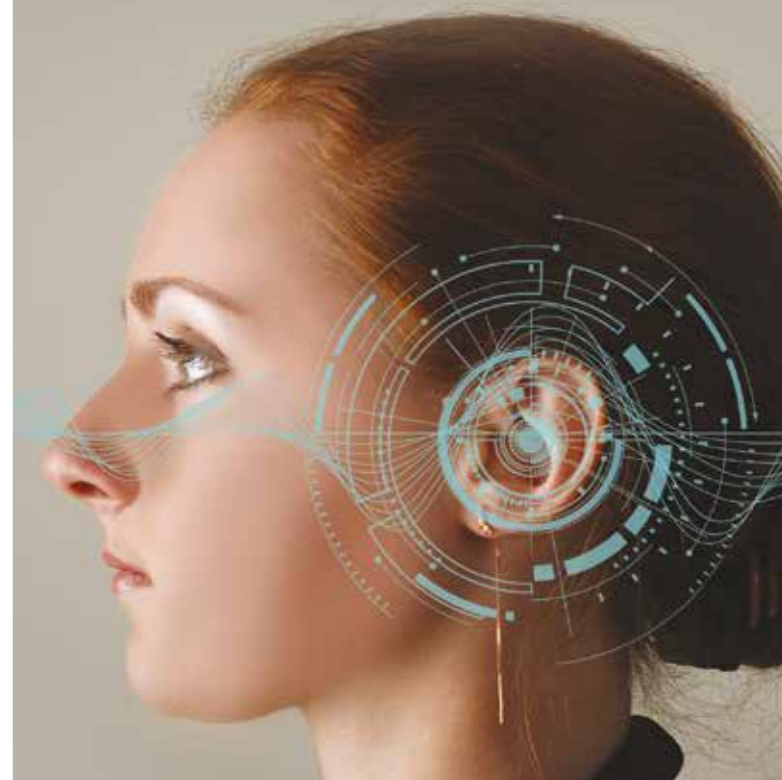
-PCWorld



**SUPER X-FI WINS  
‘BEST OF CES 2018’**  
at Las Vegas Consumer  
Electronics Show 2018

“ Creative has the demo  
to beat at this year’s CES.  
**And it blew my mind! „**

-TechHive







WINNER OF 6TH WIPO-IPOS IP AWARDS  
**IP CHAMPION  
(MOST INNOVATIVE)**



WIPO-IPOS  
**IP AWARDS**  
2018

INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE



WINNER OF WIPO - IP ENTERPRISE TROPHY  
**OVERALL CHAMPION**  
WORLD INTELLECTUAL PROPERTY ORGANIZATION  
THE IP AGENCY OF THE UNITED NATIONS



“ The Super X-Fi is really an  
outstanding experience! „

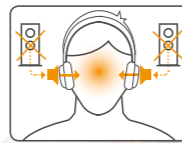
## HOLOGRAPHIC AUDIO

Imagine capturing the listening experience of a high-end multi-speaker system in a professional studio, and recreating the same expansive experience - with the same, original depth, detail, realism, and immersiveness – in your headphones.

By mapping the listener’s head and ear shape, and transforming audio based on those parameters via Super X-Fi technology, audio is experienced as though it is coming from outside the headphones - and the headphones seemingly disappear.

Think of the magic of holography, but for audio and headphones. Super X-Fi Headphone Holography is real and is now.

This is the *holy grail* of headphone audio.



### Normal Headphones:

Audio made for external speakers but unnaturally pumped directly into your ears.



With Super X-Fi: Audio is magically moved out of your head, as if the headphones disappear. Everything sounds natural again, like the real world.

## HOW IT WORKS

Super X-Fi is computational audio; it uses complex algorithms and computationally intensive techniques to custom fit audio, for every individual, through a sophisticated Head and Ear-Mapping process.

Hundreds of anthropometric parameters are extracted from the features of the head in high precision using real-time image detection and analysis. An artificial intelligence (AI) engine then uses these parameters along with the dynamics of the targeted headphones, and synthesizes them with a multi-dimensional map of the desired room acoustics.

Using this synthesized map, Super X-Fi recreates the natural expansive audio soundstage, for headphones, to give a magical listening experience custom-made to each individual’s unique physique.

For the end user, all this power is made simple and easy to use - via an app on the phone. It’s as easy as taking pictures of your ears and head, then selecting the headphone type.

The end result is your personalized Super X-Fi profile... making your headphones audio **AS GOOD AS THE REAL THING!**



Super  
X-Fi

TECHNOLOGY IN  
MULTIPLE FORMS



“Creative’s new Super X-Fi audio tech is  
**Frigging mind-blowing!**”

-Aloysius Low, CNET

## SUPER X-FI ULTRADSP PROCESSOR

The first incarnation of this is a custom UltraDSP chip specially developed for Super X-Fi.

This SXFI® chip is specially designed for Super X-Fi processing, and packs 5x the computing power of Creative’s most powerful Sound Blaster chip - while consuming less than half the power.

This SoC is highly integrated chip, includes a large cache of fast memory, to decode and process in 32-bit of up to 8 channels of high-resolution 24-bit 96KHz audio simultaneously. It even has audiophile quality DACs built-in.

The SXFI chip can reside in headphones, headphone amps, and any suitable hardware devices such as dongles, set-top boxes, and TVs.

Super X-Fi can also exist as a software technology in an app, a streaming platform, and even more excitingly in an OS.

We aim to work with all audio brands and manufacturers to bring Super X-Fi to the whole world.



## SUPER X-FI CERTIFIED HEADPHONES



Although you may use any headphone, we recommend that you use headphones that have been certified for use with Super X-Fi for the best possible experience.

Super X-Fi processing with certified headphones accounts and compensates for changes in audio output caused by the headphones to ensure audio reaches your ears as intended.



“If you’re curious about what ‘audio holography’ is, Creative Labs has the goods with its Super X-Fi technology. I gave it a good listen at CES 2018 and **it sounded glorious!**”

- Ted Kritsonis, MobileSyrup

## SXFI APP

The SXFI App is a FREE app that lets you personalize your Super X-Fi profile. This personalization needs to be done only once, across all your Super X-Fi devices.

It also allows you to sample Super X-Fi magic by playing songs that reside locally on your devices. No purchase required!



After downloading the app, you can enjoy your favorite songs, with the full glory of Super X-Fi, in 3 simple steps:

1. Personalize your Super X-Fi audio profile via a simple one-time capture of 3 pictures—right ear, face and left ear.
2. Select the headphones you’re using.
3. Browse your music library and play!  
Turn off and on Super X-Fi and compare how life-like your audio becomes.

“it sounded glorious!,,





“ ...it suddenly sounded like I was in the music recording room with the artist! ”

## SXFI AMP

### Super X-Fi Headphone Amp

The SXFI AMP delivers the best of two worlds in advanced personalized headphone audio.

It incorporates the all-new ‘mind-blowing’ and award-winning Super X-Fi technology which is miniaturized into a dongle no larger than a finger. The SXFI AMP is also a premium high-performance headphone amplifier that is capable of driving even studio-grade headphones.

The SXFI AMP connects to your devices via USB Type-C. You can also add-on appropriate converters to connect other port types.

With a USB connection to your PC or Mac, the SXFI AMP can support an advanced feature that lets you enjoy 5.1 and 7.1 cinematic audio content from movies and games, with the magic of a holographic Super X-Fi sound stage that sounds as good as the real thing!

The on-board SXFI chip processes digital audio in accordance with your Super X-Fi profile, and the output goes to your headphones via a 3.5mm jack at the other end.

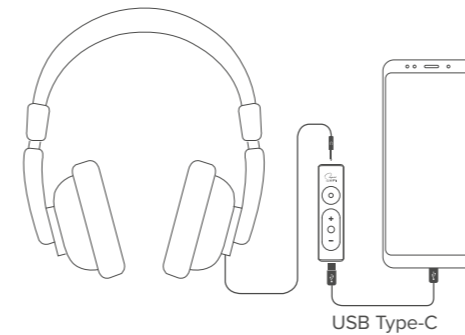
The SXFI AMP’s powerful amplifier can drive any headphone, all the way to studio grade headphones with up to **600 ohm impedance**.

The SXFI AMP also uses a separate 128dB high-end high-precision AKM 32-bit DAC. This provides maximum audio fidelity and pristine quality yielding up to 120dB SNR, and 0.0003% THD – easily beating some of the most expensive headphone amps on the market today.

Use the SXFI AMP with headphones that have been Super X-Fi certified for the best possible experience.

The SXFI AMP sports an attractive **unibody aluminum chassis** that makes it slim yet amazingly strong.

### CONNECTING YOUR SXFI AMP



### SPECIFICATIONS

#### PHYSICAL

**Chassis:** Fine Textured Black Anodized Aluminum Unibody  
**Dimensions:** 9.7 x 17.5 x 6.7 mm (0.38 x 0.69 x 2.6 in)  
**Weight:** 15g (0.5oz)  
**Connector:** USB Type-C, 3.5mm jack

#### AUDIO

**DAC:** AKM AK4377 (32-bit, 128dB)  
**Format:** 2.0/5.1/7.1 channels, 24bit/96KHz  
**SNR:** Up to 120dB  
**THD+N:** Up to -110dB (0.0003%)  
**IMD:** <0.0022%  
**Crosstalk:** <-75dB

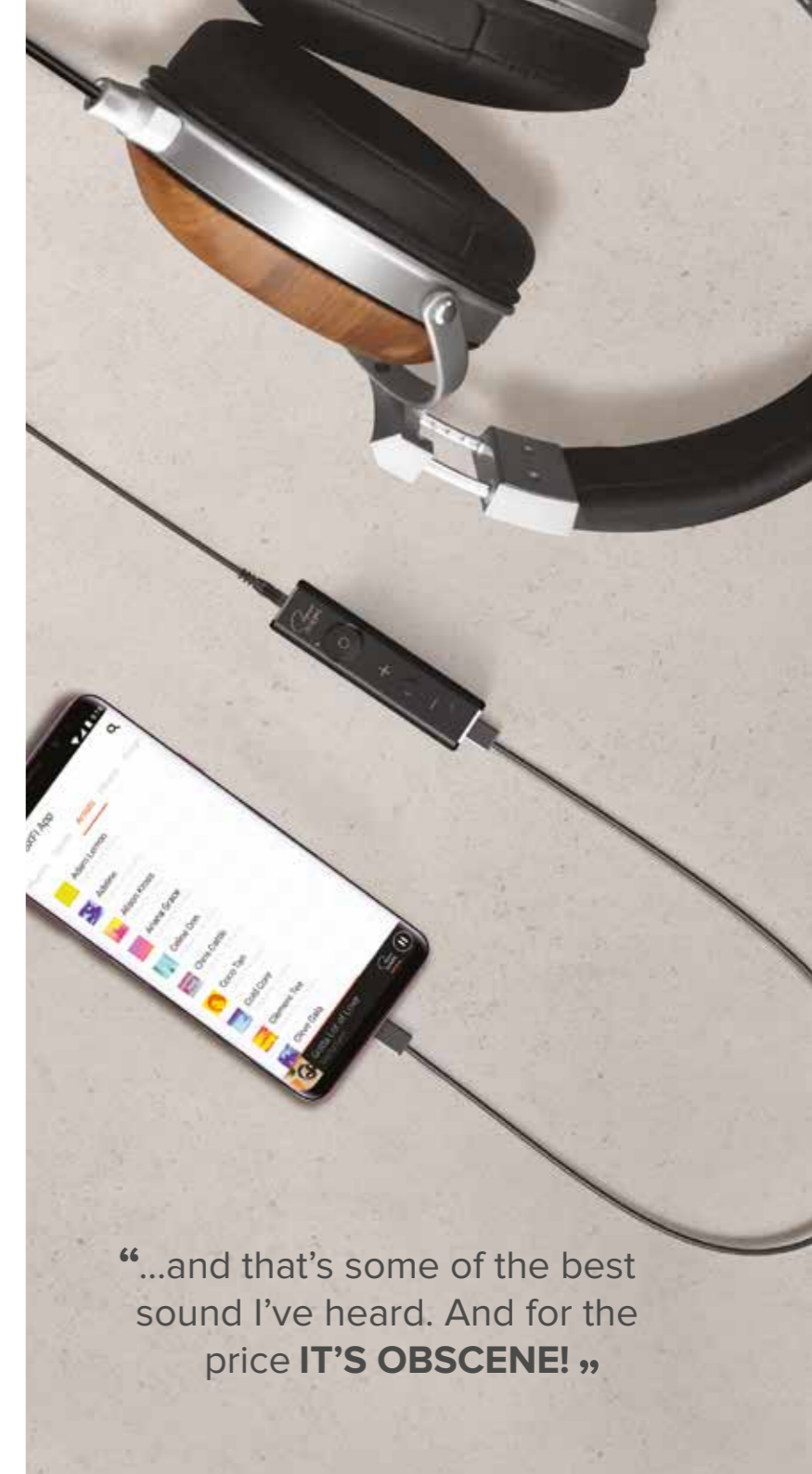
#### AUDIOPHILE-GRADE OP-AMP

**Gain:** 3X amplification  
**Max Power:** (16ohm) 425mW  
 (32ohm) 370mW  
 (300ohm) 51mW  
 (600ohm) 26mW

#### MINIMUM SYSTEM REQUIREMENTS

**For Desktop:** Windows 10 Creator's Update (version 1703)  
 MacOS 10.13 High Sierra  
 Linux

**For Mobile:** Android 7.0 & Above



“...and that’s some of the best sound I’ve heard. And for the price **IT’S OBSCENE!** ”



“ I thought it was a trick...  
when I took the cans off to find myself  
listening to nothing but silence,

**I was completely  
blown away! ”**

-CNET



## SXFI AIR

### Super X-Fi Bluetooth Headphones

SXFI AIR heralds a whole new generation of advanced headphones that incorporate Super X-Fi technology right into the heart of a wireless headphone with the built-in Super X-Fi UltraDSP processor.

With a USB connection to your PC or Mac, the SXFI AIR can support an advanced feature that lets you enjoy 5.1 and 7.1 cinematic audio content from movies and games, with the magic of a holographic Super X-Fi sound stage that sounds as good as the real thing!

The comfortable, high-performance, over-ear headphones with large 50mm drivers have been precision tuned for the best possible experience with Super X-Fi.

### SXFI AIR Feature Highlights:

#### Super X-Fi Built-In For Breathtaking Personalized Audio Holography

The headphone comes with a built-in Super X-Fi UltraDSP processor, which means that all you need is a Bluetooth connection to your smart device to enjoy the magic of Super X-Fi with any of your content sources.



#### Touch-Control Ear-Cups for Navigation and Control

Adjust your volume levels by simply sliding a finger vertically on the SXFI AIR's left ear-cup. Tap the ear-cup to Pause/Play, or slide Left and Right on the ear-cup to switch track. You're in control.

#### Customizable Ear-Cup RGB Light Ring with 16 Million Color Options

The RGB light ring on each SXFI AIR ear-cup is customizable with 16 million color options. Use the accompanying SXFI AIR Control App to select your color of choice.



#### Built-in MicroSD Card Music Player for Lossless Music

Supports popular formats such as MP3, WMA, WAV and FLAC audio files to play music with a microSD card\*, directly from your headphone to enjoy your music in magical Super X-Fi! Use FLAC and WAV formats for lossless, ultra high-quality, and an even more awesome Super X-Fi audio experience.

\*microSD card not included

#### Removable Ear-Pads

Comfortable, breathable mesh-fabric ear-pads designed for long listening sessions, and are easily changeable so you can replace them, or remove them for cleaning.



#### Super X-Fi Your Phone Calls

Experience the mind-bending holographic reality of the caller being in the same room as you. Together with SXFI AIR's highly sensitive NanoBoom mic, your friends will hear you loud and clear.



Also Available:

## SXFI AIR C

### Super X-Fi USB Headset

The highly affordable SXFI AIR C delivers the magic of Super X-Fi via USB connectivity. The advanced headphone with Super X-Fi built-in takes 5.1 and 7.1 cinematic audio content from your movies, games and music to whole new levels of immersion and realism on your PC. With Super X-Fi you'll feel as if you were listening to audio from a set of high-end multi-channel speakers in a studio!

### SPECIFICATIONS

	SXFI AIR	SXFI AIR C
<b>Drivers:</b>	50mm, Neodymium magnet	
<b>Frequency Response:</b>	20Hz ~ 20kHz	
<b>Impedance:</b>	32 ohms	
<b>Weight:</b>	338 g (11.9 oz)	318 g (11.2 oz)
<b>Nintendo Switch Chat support:</b>	Yes	—
<b>Connectivity:</b>	Bluetooth 4.2, USB-C, Line-in	Micro-USB, Line-in
<b>Colors:</b>	Black, White	Black
<b>Controls:</b>	Touch controls ( Volume, Playback controls), Power, Source, Super X-Fi	Mic mute, Super X-Fi, Volume, RGB Lighting On/Off
<b>Ear Pads:</b>	Quick-release, Mesh fabric, Memory foam based	
<b>RGB Ear-Cup Rings:</b>	Choose from 16.7 million colors	
<b>Phone Calls:</b>	Detachable high-sensitivity NanoBoom microphone	Detachable high-sensitivity ClearComms microphone
<b>MicroSD Card MP3 Player:</b>	Supports MP3, WMA, WAV, and FLAC formats	—
<b>Battery Life:</b>	Up to 8 hours	USB powered



## SUPER X-FI HEADPHONE HOLOGRAPHY WON BEST OF CES AWARD 2018

GAME-CHANGING SUPER X-FI BLOWS THE MINDS OF EXPERT REVIEWERS, BAGS PRESTIGIOUS AVS FORUM BEST OF CES AWARD 2018

On its maiden outing at the world's largest consumer electronics show in Las Vegas in 2018, Creative's all-new Super X-Fi technology won the prestigious AVS Forum Best of CES 2018 Award.

"Super X-Fi has been a dream of mine since the 1990s, and has taken over twenty years of engineering sweat, tears and grit to realize this feat. And now to see how many have been blown away by its magical performance is something truly fulfilling for me on a personal level. I've never been so excited before in my whole life. As the creator of the Sound Blaster, which has sold over 400 million units worldwide, the excitement that I felt then doesn't even come close to what I feel now with Super X-Fi. What we are seeing here is life-changing.

We are on the verge of a universal game-changer in the way people experience audio in their headphones, where the audio experience is so expansive, immersive, and life-like, that it'll be the new norm of headphone-listening. Once you experience Super X-Fi, you won't want to go back to the old headphone experience. It's like after watching color on TV, you won't want to go back to black-and-white!

This is the 'Holy Grail' of headphone audio which the whole industry has been searching for. I believe this is what every headphone should sound like. This paradigm shift will elevate mankind's appreciation of audio through this gift we call Super X-Fi."

- **Sim Wong Hoo**  
Creator of Super X-Fi and Sound Blaster,  
CEO of Creative Technology

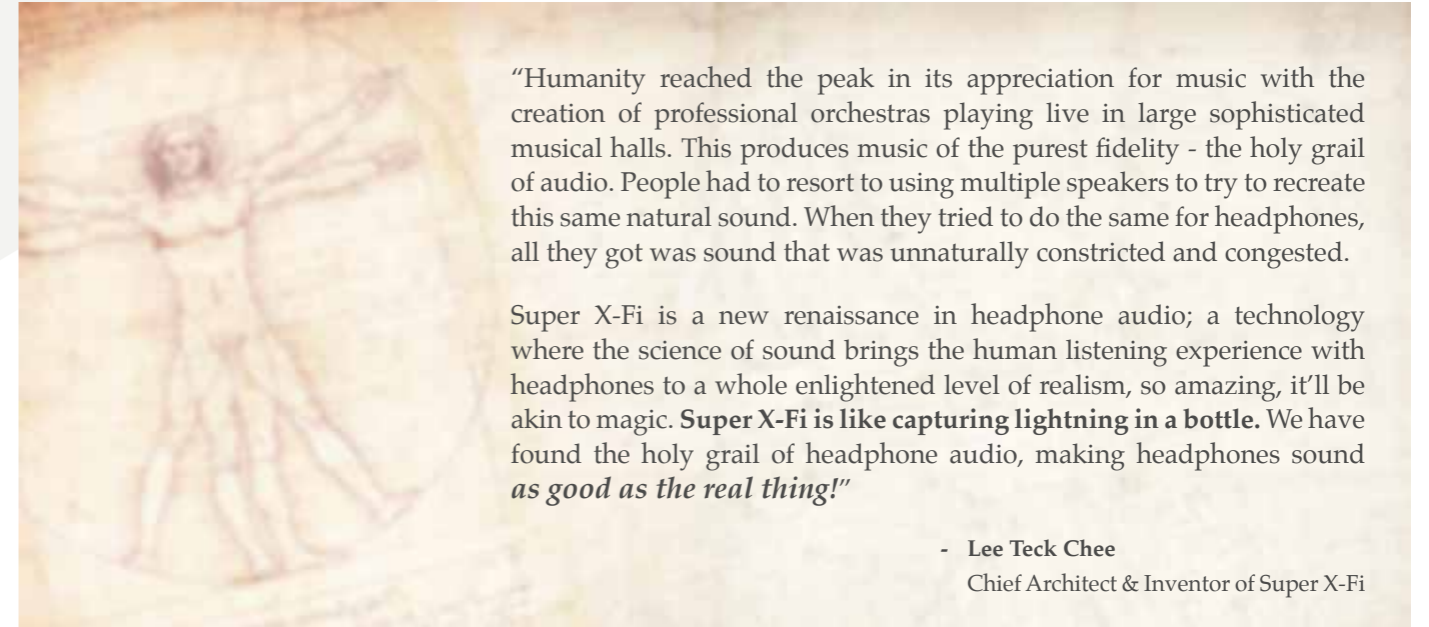


# AVS FORUM

Mark Henninger (Senior Editor, AVS Forum -- the world's largest AV-enthusiast forum site) was so impressed with Super X-Fi that he awarded it **Best of CES 2018**.

He spoke with CEO of Creative Technology, Sim Wong Hoo, and shared that he was blown away by the Super X-Fi demo, and that it was the 'Holy Grail' of headphone audio. The demo involved listening to a high-end 5.1.2 multi-speaker system in a room, then when Super X-Fi-enabled headphones were put on, listeners experienced the exact same audio soundstage as they had heard a few moments before, this time just from two plain headphone drivers.

Excerpts of Mark Henninger's report can be found at: [www.sxfi.com/avsforum](http://www.sxfi.com/avsforum)



"Humanity reached the peak in its appreciation for music with the creation of professional orchestras playing live in large sophisticated musical halls. This produces music of the purest fidelity - the holy grail of audio. People had to resort to using multiple speakers to try to recreate this same natural sound. When they tried to do the same for headphones, all they got was sound that was unnaturally constricted and congested.

Super X-Fi is a new renaissance in headphone audio; a technology where the science of sound brings the human listening experience with headphones to a whole enlightened level of realism, so amazing, it'll be akin to magic. **Super X-Fi is like capturing lightning in a bottle.** We have found the holy grail of headphone audio, making headphones sound *as good as the real thing!*"

- **Lee Teck Chee**  
Chief Architect & Inventor of Super X-Fi

*Super*  
**SX-Fi** *has left skeptics* **MINDS BLOWN!**

“ **What the F\*\*\*?! . . . It was really something else I think, all of us, there was a collective gasp when the technology was demonstrated to us . . . its feels like big leap forward** ”

- Wong Renhao (Content Producer, Tech In Asia)

“.. no one in the industry could solve this decade's-long problem. **Creative's Super X-Fi could be the GAME CHANGER.**”

- The Neo Dimension

“**Hands down, this was the BEST DEMO OF CES—and it's the product I'm most looking forward to reviewing this year.**”

- PCWorld

“The device also made straightforward stereo music tracks sound **MAGICAL**, as if you were in the room with the musicians playing live.”

- Michael Brown, TechHive Staff

“**Creative has the demo to beat at this year's CES.** The company is showing an early prototype of a product it calls Super X-Fi Headphone Audio. **And it blew my mind.**”

- TechHive

“Creative . . . looks to have finally cracked the issue of fitting full sized speakers into a pair of portable cans... I heard it through the earphones in exactly the same way I heard it via the speakers, and **it was nothing short of AMAZING.**”

- Sherwin Loh, GeekCulture



# Super X-Fi has left skeptics **MINDS BLOWN!**

“

**Creative's new Super X-Fi audio tech is FRIGGING MIND-BLOWING.** The company known for Soundblaster finally has a new killer product, and you'll probably want one too.”

- Aloysius Low, CNET

“ I could not believe how separation came out of an old set of headphones, and then all the mid-tones and highs came out like someone pulled the drapes open, it was an amazing experience totally! I've been in the business for 40 years, and that's some of the best sound I've heard. And for the price point you're going to sell it for, **IT'S OBSCENE.**”

- John R. Ross (CES 2018 Audio Industry Veteran)

“For a while there, I actually thought that the speakers were on, and that there was nothing coming through both cans, until I took them off to hear nothing emanating from the speakers.”

- GeekCulture

“You can take the headphones off, listening to again; a three— or four—thousand Dolby Atmos system, and put the headphones on, and it will sound just as good. In fact for my ears, I gotta say, it sounded better.”

- Gordon Ung, Executive Editor, PCWorld

“The Atmos system used by Creative featured ELAC Uni-Fi speakers and physical height channels (not reflected sound) and it was well-tuned. So, getting the headphones experience to come close to real Atmos surround-sound with a system that is mass-marketable is a commendable feat, enough to justify a Best of CES 2018 award.”

“it really bring the sound outside of your head and it does sound like the real stereo system ...to bring this to a dongle that would just work with any headphones and be super affordable, that's really **the HOLY GRAIL of headphone processing technology.**”

- Mark Henninger, AVSForum

“**I just finished the best demo of the show.** It's not a curved TV, it's not 8K, it is, wait for it, Creative Lab's new **Super X-Fi technology... And it just FLOORS YOU...** it's gonna be a steal at US\$150.”

- Gordon Ung, Executive Editor, PCWorld

“Well the fact that it's going to be everyone's hands, you know, a product that everyone can afford, and it's something that is literally going to **change the way people listen** to things by that one little dongle.”

- Vernon A (Radio DJ, Class 95)

“**This Holographic-Sound Headphone Dongle BLEW MY MIND.** This mind-blowing audio technology uses acoustic mapping and holographic sound to create a headphone experience that's nearly indistinguishable from what you'd get out of a dedicated set of surround speakers.”

- Michael Andronico, Tom's Guide

“I listened to the demo and **it was MIND-BLOWING!** The surround sound I heard from the headphone was amazing and I even took the headphones off just to confirm that I wasn't hearing the sound from the physical surround speakers. Judging from the guests' reactions, they were equally or almost as impressed as I am.”

- The Neo Dimension

“If you're curious about what 'audio holography' is, Creative Labs has the goods with its Super X-Fi technology. I gave it a good listen at CES 2018, and **it sounded glorious!** After hearing the results, **I was simply blown away.** Even with all the audio products I've tested over the years, my ears were never subjected to anything quite like this”

- Ted Kritsonis, Mobile Syrup

“**During the audition, the Super X-Fi system created a realistic sense of space as I listened to a soundtrack.** It took the audio that would have been usually stuck between my ears and projected “outside” the confines of my head. I was able to pinpoint the sound sources in a room as well as gauge the distance between them.”

- Wilson Wong, TechGoondu

“**I know, it's unbelievable that the little 'dongle' above can give you sound as good as a 5.1 dolby digital surround sound system (Dolby Atmos 5.1.2), but it absolutely does!** If you have never been an audiophile you will be after using this device. Having used the device I finally understood what was meant by flat sound. When the device was turned on it suddenly sounded like I was in the music recording room with the artist.”

- Ryland Corolis, GameTyrant

“As an audio engineer I readily claim that most 'virtual' surround sound applications are junk—**until now. Creative Lab's Super X-Fi blew me away.** The company's technology makes a stereo headset sound like a surround sound speaker set up in the room with you. This is an important technology used by professional applications, made into an easy-to-use consumer product. **This demo stole the show for me, and had my colleagues floored as well!**”

- Adam Patrick Murray, PC World Staff

“What impresses me the most is how Super X-Fi managed to turn a standard 2.0 music track into a realistic live surround effect, it is done so well that **as if the artist is singing RIGHT IN FRONT OF ME** and it doesn't have that fake echo effect that virtual surround sound speakers and headphones tend to produce.”

- Warren, KLGadgetGuy



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sxfi.com

creative.com

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