



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

Experience *Magical* Audio Reality

CREATIVE<sup>®</sup>



For any 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®**!



## 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.

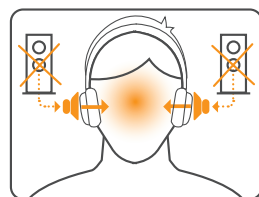
By mapping the listener's head and ear shape, and transforming audio based on those parameters via Super X-Fi® technology, audio is experienced as though it is coming from outside the headphones - and the headphones seemingly disappear.

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.*



**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.



**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.

## 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.



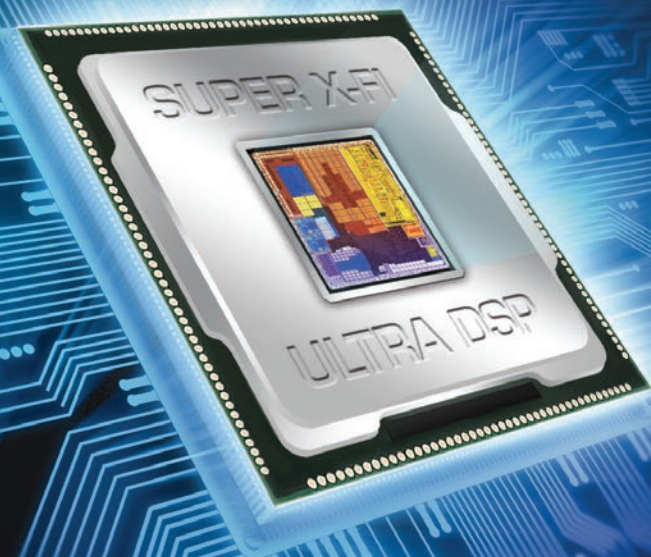
For the end user, all this power is made simple and easy to use - via an app on the phone. It's as easy as taking pictures of your ears and head, then selecting the headphone type.

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



### SUPER X-FI® ULTRADSP PROCESSOR

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

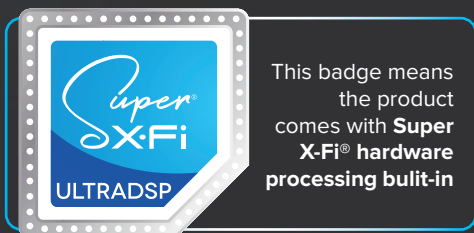
This SXFI® chip is specially designed for Super X-Fi® processing, and packs 5x the computing power of Creative's most powerful Sound Blaster chip - while consuming less than half the power.

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.

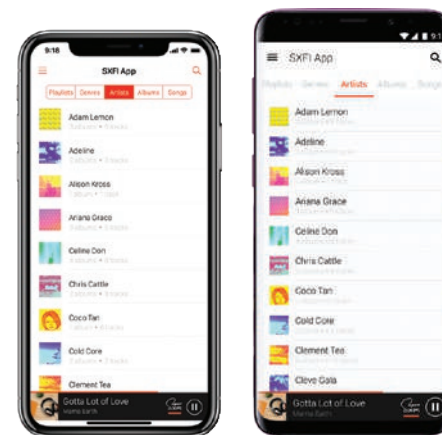
We aim to work with all audio brands and manufacturers to bring Super X-Fi® to the whole world.



### 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.

### SXFI® READY



Super X-Fi® READY headphones are certified headphones that are specially tuned to work with Super X-Fi®-enabled apps (such as SXFI® APP) or devices that have built-in Super X-Fi® technology.



Headphones with this badge have been certified for use with Super X-Fi® for the best possible audio experience.





## SXFI® THEATER

### SUPER X-FI® 2.4 GHZ LOW-LATENCY WIRELESS USB HEADPHONES

SXFI® THEATER checks all the boxes for unsurpassed movie enjoyment. Featuring the audio realism of Creative's award-winning Super X-Fi® headphone holography, low-latency 2.4 GHz digital wireless audio transmission, and up to 30 hours playtime, this new cinematic audio experience is also complemented with soft protein leather earcups as part of a premium build quality and finish.

[SXFI THEATER Datasheet](#)



**LOW  
LATENCY**  
WIRELESS



## SXFI® AIR

### BLUETOOTH AND USB HEADPHONES WITH BUILT-IN SUPER X-FI® TECHNOLOGY

These Bluetooth and USB headphones has built-in Super X-Fi® technology that provides holographic audio personalized to your own ears for an unbelievable headphone experience that is as good as the real thing.

SXFI® AIR also boasts an SD card slot which turns it into an MP3 Player, 50 mm drivers, touch controls, a NanoBoom high-clarity microphone, and customizable RGB LED rings.

[SXFI AIR Datasheet](#)







## SXFI® AIR C

### USB HEADSET WITH BUILT-IN SUPER X-FI® TECHNOLOGY

SXFI® AIR C has built-in Super X-Fi® technology that provides holographic audio personalized to your ears for an unbelievable headphone experience that is as good as the real thing.

It also boasts a detachable ClearComms microphone that is specially-tuned for natural vocals, 50 mm drivers, and customizable RGB LED rings. This headset works with movies, music, and games on PC, Mac, PS4, and Nintendo Switch.

[SXFI AIR C Datasheet](#)



## SXFI® AMP

### SUPER X-FI® HEADPHONE AMP

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

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

[SXFI AMP Datasheet](#)







## SOUND BLASTER X3

### HI-RES 7.1 SUPER X-FI® USB DAC WITH HEADPHONE AMP FOR PC, MAC, PS4™ & NINTENDO SWITCH

Sound Blaster X3 is a high-resolution, 7.1 multi-channel DAC Amp with 32-bit / 192 kHz playback capability. This DAC Amp also features customizable equalizers, Dolby Digital Live encoding, supports headphone impedance of up to 600Ω, and Audio Balance, our latest feature which allows users to attenuate volume between two audio sources by simply turning a knob.

The external USB DAC Amp also has Super X-Fi® built-in – which has bagged a total of 15 awards at CES 2019. It also features a large volume control knob, three distinctive physical buttons, as well as LED indicators and an array of connectivity options for ease of control.

[Sound Blaster X3 Datasheet](#)



## SXFI® TRIO

### TRIPLE-DRIVER IN-EAR USB-C HEADPHONES WITH BUILT-IN SUPER X-FI® TECHNOLOGY FOR PERSONALIZED AUDIO HOLOGRAPHY

Powered by USB-C with digital audio for superior sound quality, SXFI® TRIO is a pair of triple-driver in-ear headphones that comes with our award-winning Super X-Fi® headphone holography via the line-in SXFI® WIRE. Fitted with the same triple-driver system as the Aurvana Trio, SXFI® TRIO delivers balanced, accurate, and natural sounding audio with amazing clarity so you can hear all the details in your music.





OUTLIER GOLD

TRUE WIRELESS SWEATPROOF IN-EAR HEADPHONES  
WITH UP TO 39 HOURS OF BATTERY LIFE AND  
SUPER X-FI® READY



Outlier Gold boasts incredible playtime of up to 14 hours per charge. It is also fitted with graphene driver diaphragm and Bluetooth 5.0 with aptX and AAC audio for detailed, well-balanced audio reproduction. Experience a new level of immersion with spatialized holographic audio.

[Outlier Gold Datasheet](#)

*With Super X-Fi READY, enjoy the software processing power of Super X-Fi unlocked on the SXFI® APP for local audio and music content on your mobile devices.*

**39 HRS**  
TOTAL PLAYTIME  
PER CHARGE: 14 HRS

GRAPHENE  
DIAPHRAGM

5.0

DUAL-VOICE  
CALLS

APT<sub>X</sub>

AAC

IPX5  
SWEATPROOF

SIRI

GOOGLE  
ASSISTANT

AURVANA TRIO WIRELESS

HIGH-DEFINITION WIRELESS BLUETOOTH®  
NECKBAND WITH HYBRID TRIPLE-DRIVER  
SYSTEM, APTX™HD AND AAC CODECS, AND  
SUPER X-FI® READY

With the same audiophile-grade hybrid triple-driver system as Aurvana Trio, the Aurvana Trio Wireless is now back – and free from wires, featuring high-quality aptX HD and AAC audio codecs for great audio performance on the go.

Experience exceptional audio clarity with the stylish Aurvana Trio Wireless neckband, and an impressive 20 hours playtime. Ergonomically designed for long-wearing comfort, Aurvana Trio Wireless’s soft and lightweight silicone neckband fits comfortably around your neck without weighing you down.

APT<sub>X</sub>™ HD

AAC

5.0

UP TO 20 HRS  
PLAYTIME\*

MAGNETIC  
EARBUDS

THE HOLY GRAIL OF HEADPHONE AUDIO

“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

“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®



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



WINNER OF 6TH WIPO - IPOS IP AWARDS  
**IP CHAMPION (MOST INNOVATIVE)**  
INTELLECTUAL PROPERTY OFFICE OF SINGAPORE



AVS FORUM  
**BEST OF CES 2018**



AVS FORUM  
**BEST OF CES 2019**



CONSUMER ELECTRONICS  
SHOW LAS VEGAS



## *Super<sup>®</sup>* **SX-Fi** *has left skeptics' MINDS BLOWN!*

“

**Creative's new Super X-Fi<sup>®</sup> 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

“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

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

- PC World

“Using the SXFI<sup>®</sup> effect in Call Of Duty really helps to create a greater sense of space and direction as I run around with bullets firing and bombs exploding all around me. Even more dramatic is the improvement while watching Infinity War, with the sound of super-heroes zooming and panning smoothly across the screen. And some of the large-scale battle scenes with rival armies charging across the plains of Wakanda almost feel as though I'm listening to an expensive multi-speaker surround sound system. Switching back to Queen again, the wired connection helps to deliver a much greater sense of space as Brian May's guitar solos go bouncing from left-to-right, and the operatic chorus on Bohemian Rhapsody sounds truly epic as the SXFI<sup>®</sup> effect allows it to really open up and deliver a sonic punch.”

- Cliff Joseph, TechRadar

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

- The Neo Dimension

“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

“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

**“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<sup>®</sup> Headphone Audio. **And it blew my mind.**”

- TechHive

“When we understood the concept of Super X-Fi<sup>®</sup>, the results were nothing short of amazing. The headphones didn't feel like headphones anymore. Creative definitely had many, many, many ‘wows’ coming from their suite at CES 2019.”

- Blue Devil, Overclock

“It's like sitting in a room with a high quality surround sound system: watching movies on the train will never be the same. I got highly accurate left/right and front/back definition of sound sources in a coherent and believable fashion. From this view, SXFI<sup>®</sup> is a hit.”

- Jon Honeyball, PC Pro

“It feels like it went from listening to someone in the next room to the wall coming down. They're incredible, they make me feel giddy like a child.”

- Jack Rear, The Telegraph

“Smaller than a pack of chewing gum, the SXFI<sup>®</sup> AMP is unique in simulating the sound of speakers, and the surround effect is far more convincing than any 7.1 headphone in the market.”

- Tomáš Holčík, AVMania



# Super X-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)

“ 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, 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, PC World

**“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, PC World

“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

“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, Class 95 FM

**“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

“By processing your headphones' signal in a way that makes your content sound like you were listening to an impossibly elegant home theater system, you can bring the theater experience with you wherever you go... and without disturbing anyone around you.”

- Chris Thomas, Android Authority

“While there's no denying that the portability of earbuds and certain headphones is convenient compared to lugging around a home theater setup, the Creative Super X-Fi® Amp emulates an immersive, theater-like experience in a 15-gram package. It alters how we perceive the sound from straightforward, left/right channel listening experience to a more engaging, all-encompassing sound. In fact, it's so effective that we recognized it as a top pick from CES 2019.”

- Lily Katz, SoundGuys

“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







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SX·Fi  
headphone holography

[creative.com/sxfi](http://creative.com/sxfi) | [sxfi.com](http://sxfi.com)

CREATIVE<sup>®</sup>