

**CONTACT INFORMATION**

Creative Technology Ltd  
Wynne Leong  
Tel (65) 6895 4120  
[wynne\\_leong@ctl.creative.com](mailto:wynne_leong@ctl.creative.com)

August Consulting  
Yap Meng Lee  
Tel (65) 6733 8873  
[menglee@august.com.sg](mailto:menglee@august.com.sg)

**Creative Introduces Inspire™ S2 Wireless Speaker System with High Performance apt-X Audio Codec for Superior Bluetooth Stereo Transmission from Any USB Notebook or Compatible Bluetooth Device**

*Potent For Its Size, This Speaker System Delivers Uninterrupted Wireless Sound with Dynamic Mid-bass from a Very Compact System*

**SINGAPORE – 30 September 2009** – Creative Technology Ltd. today announced the Creative Inspire™ S2 Wireless, a compact speaker system™ which grants users wireless music freedom for new generation compact notebooks, PCs or mobile devices with wireless music playback via its built-in wireless receiver or any notebook or PC with a USB port by means of a plug and play USB Bluetooth transmitter. Users can also play and control music on the Creative Inspire S2 Wireless speaker system from other Bluetooth-enabled devices anywhere within a maximum range of 10 metres\*.



**Creative Inspire S2 Wireless Speaker System**

The Creative Inspire S2 Wireless speaker system continues to retain the Creative Inspire tradition of “best in class” performance, this time with superior wireless playback for unrivalled performance. Incorporating apt-X<sup>®</sup> technology, the high-performance audio codec from APTX, the Creative Inspire S2 Wireless speaker system provides Bluetooth transmission with minimum

delay and outstanding sound quality. It also possesses a compact form factor, minimising its footprint without any compromise on component and sound quality, ideal for discerning users who shy away from bulky or low-grade speaker systems. With each palm-sized satellite speaker measuring a mere 7.4cm x 7.3cm x 10.3cm, the Creative Inspire S2 Wireless speaker system blends perfectly into small spaces, making it the perfect companion for notebooks, PCs or mobile devices.

High performance is a key attribute of the Creative Inspire S2 Wireless speaker system. The satellite speakers feature dynamic 2” drivers that emit well-balanced audio, and the new Creative DIRECT-THROW subwoofer brings music and entertainment to vivid levels by delivering clean and heart-thumping mid-bass straight to the user. The highly-efficient front driver/rear-firing port tube design utilises acoustic boundary coupling to greatly increase the bass output, ensuring that most of the usable bass energy from the subwoofer reaches the listener. A convenient control knob on the subwoofer allows the bass level to be easily adjusted to suit personal preferences or room conditions.

The Creative Inspire S2 Wireless speaker system comes with a digital volume control conveniently located on the right satellite speaker, and an AUX-In input for connecting to notebooks, PCs, or portable media devices. A Headphone-Out connection caters to private listening. A dual-coloured LED on the right satellite speaker provides easy indication of speaker status.

#### **Supported Bluetooth profiles\*\***

A2DP (Wireless Stereo Bluetooth)

AVRCP (Bluetooth Remote Control)

#### ***Pricing and Availability***

The Creative Inspire S2 Wireless speaker system is currently available at the online store at [sg.store.creative.com](http://sg.store.creative.com) in Singapore at the suggested retail price of S\$219.00.

The Creative Inspire S2 Wireless speaker system will be available at The CREATIVE Stores at International Business Park and Marina Square and authorised dealers in Singapore from mid November 2009 onwards.

For more information about the Creative Inspire S2 Wireless speaker system, please visit [www.creative.com/speakers](http://www.creative.com/speakers).

\*Measured in open space. Walls and structures may affect range of device.

\*\*Refer to Bluetooth device (notebook or mobile device) manufacturer's documentation/website to verify if equipped with these profiles.

### ***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 is now driving digital entertainment on the PC platform with products like its highly acclaimed ZEN® MP3 and portable media players. Creative's innovative hardware, proprietary technology, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment - anytime, anywhere.

### ***About APTX***

APTX provides high-performance audio coding solutions for use in broadcast, pro audio, consumer electronics, and gaming. The apt-X audio codec, the company's signature product technology, has earned a reputation throughout the audio industry as the ultimate high-quality, low-delay audio data compression algorithm available. For more, visit [www.APTX.com](http://www.APTX.com)

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