



## Creative Announces the Woof 3 A Premium Full-Featured Personal Micro-Size *Bluetooth* MP3/FLAC Speaker

*Available in a Range of Exquisite Colors, the Portable Speaker Comes With 4 Ways to Enjoy Music: Via Bluetooth, an MP3/FLAC Player, USB Audio, and AUX-in*

Creative Technology Ltd today announced the Creative Woof 3, the ideal micro-size *Bluetooth* speaker companion for smartphone and tablet users who want to enjoy their music out loud on the go. The series comes in a flourish of rich metallic colors inspired by the four seasons: Spring Crystallite, Summer Rouge, Autumn Gold, and Winter Chrome; ideal for users who appreciate both great aesthetics and audio.



Shaped like an inverted bell, the speaker produces clear audio that is directed upwards and well distributed. Creative Woof 3 has been designed to deliver audio that punches above its weight for speakers in its class. Encased within the durable premium metal alloy housing is a 45mm driver (12% larger than its predecessors in the Woof series), and an additional oversized passive bass radiator for an enhanced audio performance. It even doubles up as a speakerphone with its built-in invisible microphone when connected via *Bluetooth* with a smartphone.

The feature rich speaker also supports up to 6 hours of playback on a single charge via USB, and gives users the flexibility of enjoying their content in four ways:

- ***Bluetooth* wireless audio**

Connects wirelessly to *Bluetooth*-enabled smartphones and tablets.

- **Built-in MP3 Player**

Supports MicroSD card playback of songs in MP3/WMA formats.

- **Built-in lossless digital audio player (DAP)**

Also supports MicroSD card playback of songs in lossless high quality WAV/FLAC/APE formats.

- **USB audio**

Enjoy pure digital audio from your PC. Also charges your speaker at the same time.

- **Integrated 3.5mm AUX-In**

The speaker comes with an integrated 3.5mm AUX-in for connections to all other audio devices.

**Features of Creative Woof 3:**

- Four-way music playback with *Bluetooth* connectivity, 3.5mm AUX-in, USB audio and integrated MP3/FLAC player
- Oversized bass radiator provides superior bass performance in its class
- Powerful audio in its class
- Battery: Charges via USB, delivers 6 hours of playback
- Built-in microphone for calls
- Controls on the speaker for easy music playback and communication

### ***Colors, Pricing, and Availability***

Creative Woof 3 is available in the following colors: Spring Crystallite, Summer Rouge, Autumn Gold, and Winter Chrome. It is priced at USD49.99 and is now available at the online store at [www.creative.com](http://www.creative.com).

For in-country retail store availability, please refer to authorized dealers.

For more information about the Creative Woof 3, and other speakers in the Woof Series, visit [www.creative.com](http://www.creative.com).

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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 with cutting-edge audio solutions which include premium wireless speakers, wireless headphones, and powerful audiophile-grade amplifiers and digital audio converters. Today, Creative re-invents 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. Creative's proprietary technologies, innovative hardware, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.