Sound BLASTER® ROAR™

CREATIVE®

CONTENTS

Sound BLASTER®ROAR™

THE AUDIOPHILE SOUND BOOKLET

- Mind-Shattering Performance
- Precision-Tuned Fidelity
- ROAR Audio™ Power

Introducing the **Sound Blaster Roar**: the new concept booklet-size, portable 5-driver home stereo system that combines multiple advanced audio technologies to deliver powerful, spacious, precise audio and other features – way beyond the capabilities of portable wireless speakers.

THE SOUND BLASTER ROAR: AN OVERVIEW

ARCHITECTURE, CONTROLS & CONNECTORS

Active high excursion driver
• Pumps out impressive bass
• Directs audio upwards
• Stabilizes the speaker
• Widens soundstage

Controls
• Large silicone tactile buttons for easy control

Battery level indicator
• Quick battery level check

Dual 1.5" premium drivers
• Compact, powerful high frequency drivers
• Provide for far-field high-frequency dispersion

NFC sensor
• Just tap and play with any NFC-enabled device for wireless playback

Acoustically optimized design
• Rigid monocoque endoskeletal chassis
• Fewer internal components reduces vibrations
• Less energy wastage for better audio

Opposing passive radiators
• Side-firing from both sides
• Enhance bass levels
• Widens the soundstage

Mic On / Mute
• Flip the switch to turn on or mute the mic

MicroSD card slot
• Built-in WMA/MP3 player
• Stores your voice recordings too

USB port
• Charge your mobile phones and devices!

DC input
• Charge your Sound Blaster Roar

Previous track/folder
Next track/folder
• Press during playback to skip tracks
• Press and hold during playback to skip folders

Link Security Mode Switch
• Switch between different *Bluetooth* link security modes

Siren On/Off
• Arm yourself with an insanely loud siren to grab attention

Aux-in jack
• Playback music from a portable device via audio cable

Micro-USB port
• Connect to a PC/Mac for enhanced audio listening
• Play audio and charge your Sound Blaster Roar at the same time

Voice recording
• Simple accurate voice recording onto the microSD card

Voice playback
• Immediate playback of voice recordings

Bedtime Mode
• Audio playback that gradually fades out

Siren / TeraBass Mode Button
• Press and hold to activate the siren
• Intelligently boost bass when audio levels are low

Play / Pause
• Fuss-free music playback control

Shuffle / Repeat All
• Toggle the switch to play tracks on the microSD card in random order or to repeat all tracks in continuous order

ARCHITECTURE, CONTROLS & CONNECTORS (cont.)

Multifunction button
• Press and hold to enter *Bluetooth* pairing mode
• Press once to answer incoming calls or end calls

NFC sensor
• Just tap to connect with any NFC-enabled device

Volume Up/Down
• Adjust the volume of your audio

ROAR button
• Increases overall loudness and spaciousness for maximum audio output
• Press once to experience the ROAR Power

Battery level indicator
• Lets you know the battery level of your Sound Blaster Roar

Recording indicator
• Lights up when recording is ongoing

Power button
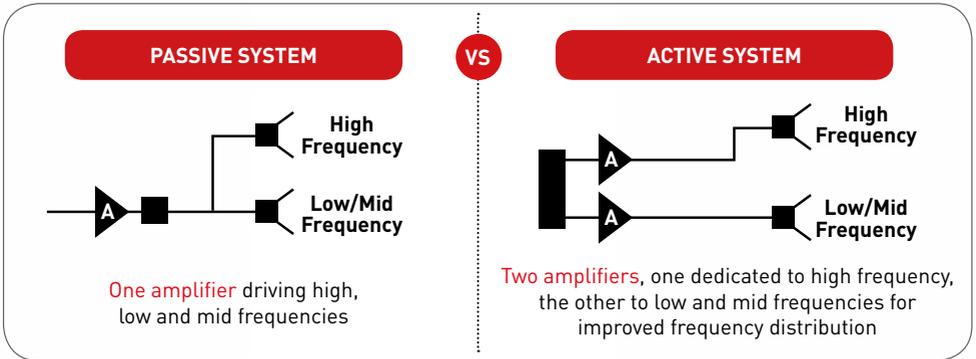• Press once to switch on or go into standby mode

Internal microphone
• For crystal clear voice communications

SPEAKER TECHNOLOGY

The Sound Blaster Roar is a sound system designed for **PERFORMANCE** and **PORTABILITY**. Though bantam-sized, the Sound Blaster Roar promises to deliver a powerful, mind-blowing audio experience, and precision-tuned audio fidelity. The 5-driver system is packed into one sleek structure, and will redefine the home stereo space with its ability to powerfully reproduce the entire audio spectrum with accurate imaging, all from a small booklet size. Beyond its impressive audio performance, it still has a whole lot more to offer – such as *Bluetooth* and NFC wireless technology, an integrated WMA/MP3 player, a recorder, a large dual-purpose battery that also charges your smartphone and a built-in microphone for calls and recording!

Bi-Amplified Design: Two Amps, Not One

PASSIVE SYSTEM VS **ACTIVE SYSTEM**

High Frequency
Low/Mid Frequency

One amplifier driving high, low and mid frequencies

High Frequency
Low/Mid Frequency

Two amplifiers, one dedicated to high frequency, the other to low and mid frequencies for improved frequency distribution

Most portable speakers utilize a single amplifier to reproduce the entire audio spectrum. With a single amplifier design, most of the demand goes into producing the lows and mids, which compromises the delivery of the highs.
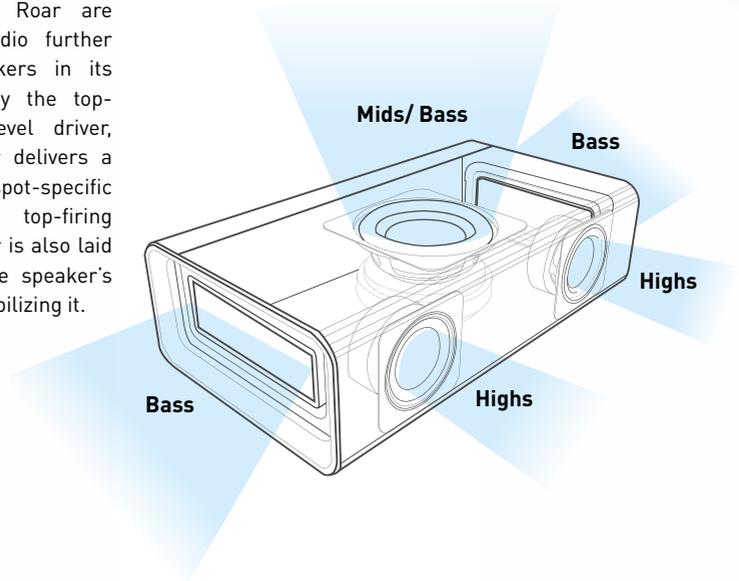
On the other hand, the Sound Blaster Roar utilizes two amplifiers – one dedicated to driving lows and mids, and another which is solely dedicated for delivering the high frequencies. This allows the speaker to produce uncompromisingly clear, high definition, well balanced music.

SPEAKER TECHNOLOGY (cont.)

Space-Filling Dispersion

The far-field high frequency drivers in the Sound Blaster Roar are designed to project audio further than most other speakers in its class. Complemented by the top-firing bass and mid-level driver, the Sound Blaster Roar delivers a room-filling, non-sweet spot-specific audio experience. The top-firing bass and mid-level driver is also laid horizontally, reducing the speaker's center of gravity, thus stabilizing it.
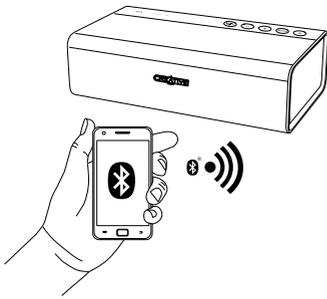
Mids/ Bass

Bass

Highs

Highs

Bass

ROAR : Instant Additional Audio Power

The Sound Blaster Roar is designed to produce balanced, high fidelity audio by default. On top of that, in scenarios where sheer audio power is needed – such as in large parties and social gatherings – simply pressing the ROAR button will instantly boost the loudness, depth and spaciousness of your audio.
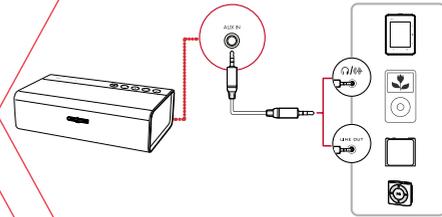
CONNECTIVITY

4 Simple Ways to Connect

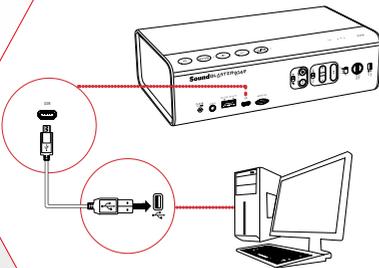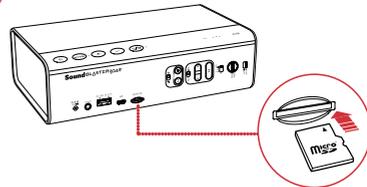### ANALOG

Connect a portable audio device via an audio cable to the Aux-in jack to experience powerful analog audio playback via the Sound Blaster Roar.

WIRELESS

Connect to *Bluetooth* devices with robust high-quality aptX® and AAC music streaming.

STANDALONE MODE

Play all your favorite songs continuously from a microSD card with the standalone WMA/MP3 player. Avoid the horror of a flat phone battery after draining it to play music, or the awkward silence after that.

DIGITAL USB

Connect to a laptop or desktop for a fully digital USB audio experience.

Find out how to enhance your PC/Mac audio and personalize it. **Go to page 21**.
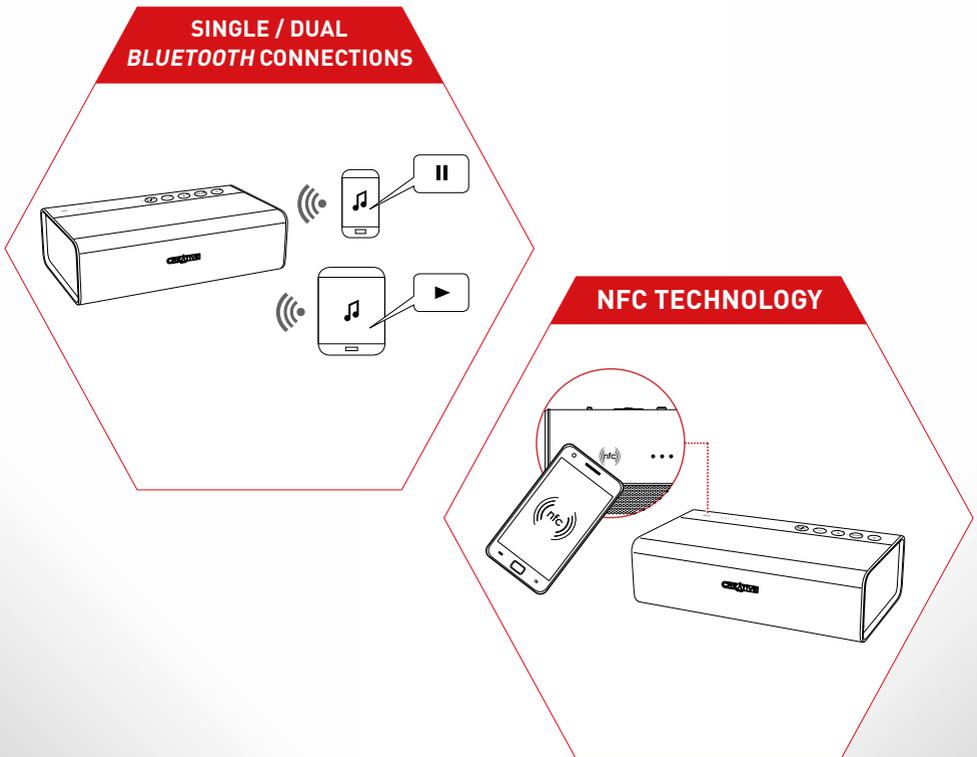
CONNECTIVITY (cont.)

Advanced Wireless Connectivity

The advanced *Bluetooth* wireless features on the Sound Blaster Roar make connecting even easier!

NFC Technology allows for one-touch pairing. Simply tap your NFC-enabled device on the Sound Blaster Roar to instantly pair and connect.
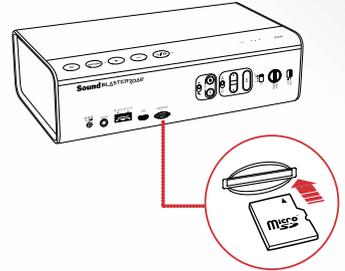
Creative Multipoint technology on the other hand, lets you simultaneously connect **TWO** *Bluetooth* **devices** and easily toggle between them! This is especially useful for users with two *Bluetooth* devices (phones and tablets) in their kit.

SINGLE / DUAL *BLUETOOTH* CONNECTIONS

NFC TECHNOLOGY

MOBILITY

Integrated WMA/MP3 Player

The Sound Blaster Roar comes with a built-in media player to give you direct seamless audio playback with the convenience of wireless portability. Play up to **32GB** of **MP3/WMA/WAV** files on microSD/microSDHC card*. There's a Shuffle or Repeat All option to play your songs randomly or continuously. For quick playlist navigation, you can even sort your songs according to albums by organizing them in folders.
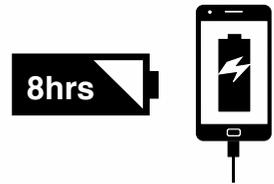
Dual-Purpose Internal Battery

The Sound Blaster Roar is designed to the keep the audio alive wherever you go. The built-in 6000mAh lithium-ion battery delivers up to 8 hours^ of playback per charge.

Plus, it can also charge your smart device or other USB device via the USB port on the rear of the unit.

^ Actual battery life may vary with use, settings and environmental conditions.

Ever-Ready Audio Entertainment

With its built-in battery and booklet size, the Sound Blaster Roar is able to deliver awesome audio wherever you decide to make camp. The silicone control panel and metallic grille are not only solid and durable; they protect the drivers and other components against bumps and knocks.

* Each folder on the microSD card should only contain a maximum of 999 files and folders.

Supported audio formats: MP3, WMA and WAV (16 bit 48Khz PCM)

Support Mp3 and WMA up to 320kbps. Does not support WMA Pro / Lossless

EXPERIENCING THE SOUND BLASTER ROAR

MIND-SHATTERING PERFORMANCE

As the saying goes, don't judge a book by its cover. The Sound Blaster Roar may be a booklet-sized speaker system, but the audio power it can generate belies its size.

Dual Amplification

Most portable speakers utilize a single amplifier to reproduce the entire audio spectrum – this compromises delivery of the highs as most of the focus goes into producing the lows and mids. On the other hand, the Sound Blaster Roar has two amplifiers that allow it to produce audio that's powerful on all levels. You'll notice how uncompromisingly clear your audio is at all parts of the audio spectrum – you can even distinctly pick out the bass at low volumes! The additional amplifier dedicated for high frequencies and a separate driver solely for lows and mids work together to deliver a well-balanced audio that is accurate and faithful to the original source.

Notice how uncompromisingly clear your audio is at all parts of the audio spectrum.

Space-Filling Dispersion

An outstanding aspect of the Sound Blaster Roar is its wide soundscape. While many other portable speakers struggle to produce a convincing "stereo" sound, the boxer-style layout of the Sound Blaster Roar produces space-filling audio easily. The powerful front left and right drivers do an amazing job of dispersing high-frequencies forward while deep bass is fired upwards from the active bass driver in the middle and two side passive radiators. Sounds are delivered so that an entire room is truly filled – you no longer have to move around to find that elusive sweet spot. Feel free to walk around the room and still experience optimal audio with accurate imaging.

Walk around the speaker and still experience optimal audio with accurate imaging.

Extremely Stable at High Volumes

Unlike top-heavy, front/rear-designed speakers that vibrate and move positions at high volumes, the Sound Blaster Roar is stable as a rock even while blasting at maximum volume. Designed for acoustic performance, the top-firing bass and mid-level driver of the Sound Blaster Roar is laid horizontally which increases stability while its rigid monocoque endoskeletal chassis reduces internal components that can vibrate individually. So what you hear is pure music, free of annoying vibrations and rattling.

When you pump up the volume, your speaker stays in place and doesn't rattle.

ROARs above the Noise

Isn't it disappointing when your music gets drowned out just as the party gets going? Now with the Sound Blaster Roar, all you have to do is simply press the *ROAR* button and your music gets amplified above the noise instantly! The *ROAR* button boosts the loudness, depth and spaciousness of your audio – giving you the much needed sheer audio power when you need it. So when the party gets loud, press the *ROAR* button so that your music doesn't drown out.

Hear your music above the noise instantly.

Independent WMA/MP3 Player

One of the main concerns with *Bluetooth*-powered speakers is the battery drain they cause on paired smartphones. There's also the limitation of distance and interference between your smartphone and the speaker. With the built-in WMA/MP3 player on the Sound Blaster Roar, you can play music directly from the speaker without having to depend on your smartphone – saving you the horror of a flat battery. Simply insert a microSD card filled with your favorite MP3/WMA/WAV files into the speaker. Unless you're planning a music marathon, 32GB of songs should keep you entertained for days.

Play music directly from the speaker.

Connecting the Sound Blaster Roar to the power adapter gives your music added volume boost.

PLUS A WHOLE ARRAY OF MIND-SHATTERING FEATURES!

Performance aside, the Sound Blaster Roar also has many added features.

One-Touch Siren

If you think the Sound Blaster Roar is loud, you haven't heard it at its loudest yet! The Sound Blaster Roar comes with a built-in one-touch siren that lets you instantly grab attention when you need to – like at a camp or in an emergency.

The siren feature was not designed, manufactured, or sold for use in emergencies. Creative is not liable for any loss of or damage to life, health or property as a result of the use of this product feature.

Here's how you do it!

1 Arm the siren. ● ARM ○ OFF

2 Press and hold **ALARM** for 3 seconds to trigger the siren*.
* The siren can be triggered even when the speaker is switched off. ⏰ 3 Sec

3 Switch off the siren.

Press **ALARM** again.
OR
Slide the switch to **OFF**. ● ARM ○ OFF

Bedtime Mode*

In **Bedtime Mode**, the Sound Blaster Roar plays audio files from the microSD card and gradually reduces its volume before automatically shutting down. This is a useful feature for you to record yourself reading a bedtime story and play it back to your children as they are about to sleep.

* Patent pending

Here's how you do it!

1 Insert a microSD card.

2 Start audio playback.
To play music files:
Press ▶❚❚.
To play voice recordings:
Press ▶❚❚ (REC).

3 Activate Bedtime Mode.
For 15 minutes:
Press and hold ▶❚❚ (REC) until you hear **a beep**.
For 30 minutes:
Press and hold ▶❚❚ (REC) until you hear **two beeps**.
OR
To deactivate Bedtime Mode:
Press ▶❚❚.

TeraBass `TERA BASS`

Like a professional loudspeaker, Sound Blaster Roar is designed to reproduce low frequencies accurately.

Most other speakers in this class tend to artificially boost low frequencies, making the playback 'boomy' and lacking midrange. On the other hand, bass from the Sound Blaster Roar is tight, deep and uncolored, and the midrange audio is neutral and full-bodied.

However, when Sound Blaster Roar is played back at low to medium volume levels – for example during late night listening – listeners may not perceive bass well and may desire more pronounced bass levels at low volume.

TeraBass caters to this subjective musicality. TeraBass will help add excitement to the playback and also compensate for the loss in bass when the loudspeaker is placed in less than ideal acoustical environments.
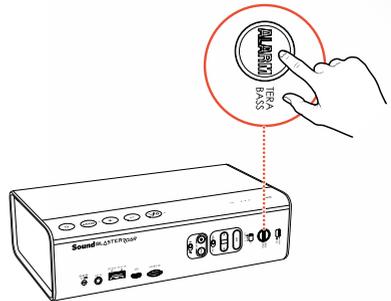
Here's how you do it!

Press the Alarm / TeraBass button while your music is playing and hear the difference!

When do I use TeraBass?

TeraBass is best used when:

- The Sound Blaster Roar is listened to at low to medium volume levels – for example with near-field use.

- The Sound Blaster Roar is placed in an environment where there is an absence of boundary walls for bass reinforcement – for example when you're outdoors.

- The Sound Blaster Roar is placed on very dense material like marble or granite or in mid to far-field listening conditions – for example in a dance hall or at indoor gatherings.

Can I turn TeraBass off?

Sound Blaster Roar allows you to turn on and off this bass enhancement feature. Many competing designs in the portable segment on the other hand feature bass "enhance" processing without an option to turn it off – this often leads to playback where the loudspeaker sounding 'boomy', and tiring to listen to when placed in a corner.

Do not use TeraBass when:

- The unit is placed in an enclosed environment where there is sufficient bass reflecting off surfaces like from boundary walls – for example on bathroom counter tops, in small bedrooms or dorms.
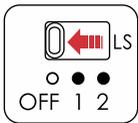
PLUS A WHOLE ARRAY OF MIND-SHATTERING FEATURES! (cont.)

Link Security

There are many ways to maintain *Bluetooth* connectivity; The Sound Blaster Roar has just about the most comprehensive and versatile *Bluetooth* connectivity options available for a portable wireless speaker.

Three modes are available. Default Creative *Bluetooth* Multipoint (LS2), Friendly (LS1) and Free-For-All (LS OFF).

Here's how you do it!

LS Mode 2 : (Default) "Creative *Bluetooth* Multipoint" mode:
Allows you to connect up to two *Bluetooth* devices at the same time – while playing music on one device at any one time. This mode requires music to stop playing for another device to pair or connect.

This mode is great if you've connected one or two *Bluetooth* devices and you don't wish to share your Sound Blaster Roar with another person trying to connect to the speaker . . . you're in control!

LS Mode 1: "Friendly Access" mode:
Allows *Bluetooth* devices that have been paired to the speaker before to takeover control of the Sound Blaster Roar -- by you simply initiating 'connect' on these devices.

This mode is great for users who want to easily re-connect their devices to the Sound Blaster Roar and share music . . . re-connecting your *Bluetooth* device is now even more hassle-free!

LS OFF mode: "Free For All Access" mode:
In this mode, Sound Blaster Roar is in discoverable mode even with 1 device connected via *Bluetooth*.

This mode is great for anyone at a party or a business meeting who wants to wirelessly connect to the Sound Blaster Roar and share music – and it's done without having to actually touch the speaker. Anyone can take over control of the Sound Blaster Roar instantly!

Note: Creative *Bluetooth* Multipoint is only available in LS mode 2 only.

Speakerphone

Break away from answering calls with your phone! With Sound Blaster Roar, you can now have your calls on the speaker with its built-in microphone for an absolutely hands-free experience. You can even record your calls!

Here's how you do it!

1 Connect your smart device.
(Ensure the microphone is on)

2 Press 🟦 / 📞 to answer an incoming call.
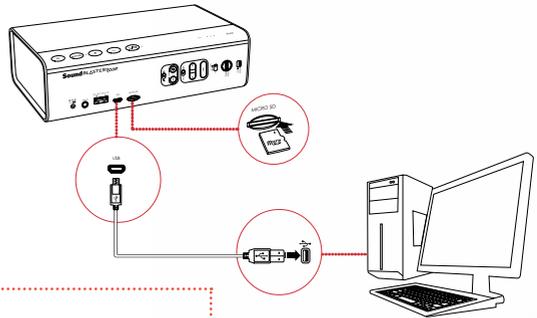
3 Press 🟦 / 📞 again to end a call.

To reject a call:
Press and hold 🟦 / 📞 for more than 2 seconds.

MicroSD Card Reader

Easily modify contents of your microSD^^ card on your computer via the Sound Blaster Roar. It functions as a microSD card reader whenever you connect it to a computer.

^^MicroSD or MicroSDHC cards up to 32Gb.

Here's how you do it!

1 Insert a microSD card.   microSD Card

2 Connect the speaker to a computer via USB cable.

3 Press and hold ▶❚❚ until you hear a tone.
   * This signifies that the Sound Blaster Roar has switched from USB Audio Device to USB Mass Storage Device.

4 Browse or modify microSD card contents on your computer.

Note: To switch back to USB Audio Device, either follow step 3 again or eject the USB Mass Storage Device from the computer.

Alternatively, you can power OFF and ON the Sound Blaster Roar.

PLUS A WHOLE ARRAY OF MIND-SHATTERING FEATURES! (cont.)

Voice Prompts

The Sound Blaster Roar features an intuitive voice prompt system that helps you set up a *Bluetooth* connection with your device. Once you're familiar enough with the speaker, you have the option to disable the voice prompts.

Here's how you do it!

To disable voice prompts:

When the speaker is powered on, press ⏻ / 📞 and ▬ together.

To enable voice prompts:

When the speaker is powered on, press ⏻ / 📞 and ✚ together.

Audio Recorder

You can use the Sound Blaster Roar to record a phone conversation, a discussion, or even a song playing via *Bluetooth*. A folder labeled "VOICE" will be automatically created on your microSD card by the Sound Blaster Roar to store all your audio recordings.

Here's how you do it!

1 Insert a microSD card.

microSD Card

2 Select source.

From built-in microphone

Switch on the microphone.
– Records voice and sounds picked up by the microphone.

From Aux-in / *Bluetooth* source

Mute the microphone.
– Records Aux-in audio directly from your media player or *Bluetooth* device.

3 Press ⦿ (REC) to start recording.

Press ⦿ (REC) again to stop recording.

4 Press ⏯ (REC) to playback recordings.

To skip recorded tracks:
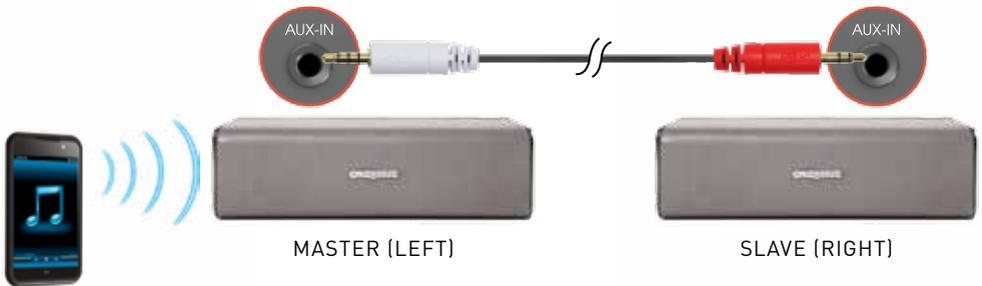Press ◄ or ► during playback.

MegaStereo Feature

Enjoy the full MegaStereo experience with another Sound Blaster Roar!

The MegaStereo technology is a unique feature built into the Sound Blaster Roar to give you a wider soundstage and double the punch when 2 Sound Blaster Roars are connected together with a MegaStereo cable.

1. MegaStereo mode *

An option is provided for 2 Sound Blaster Roars to be connected together with the MegaStereo cable to deliver "MegaStereo" where the left Roar's high frequency drivers both deliver the left channel and the right Roar's high frequency drivers both deliver the right channel. This enables for a much wider stereo soundstage one would normally associate with in a typical home stereo system.
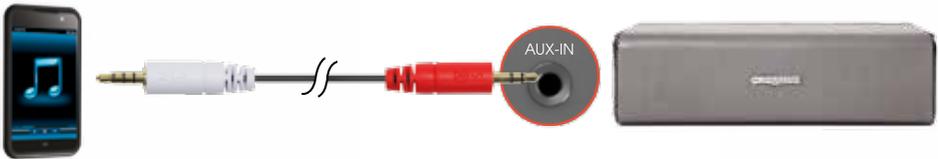

MASTER (LEFT)   SLAVE (RIGHT)

Simply connect the white end of the cable to the aux-in of the left speaker, red part to the aux-in of the right speaker and crank up the volume to enjoy!

EXPERIENCING THE SOUND BLASTER ROAR

PLUS A WHOLE ARRAY OF MIND-SHATTERING FEATURES! (cont.)

You can also use it in the following ways too!

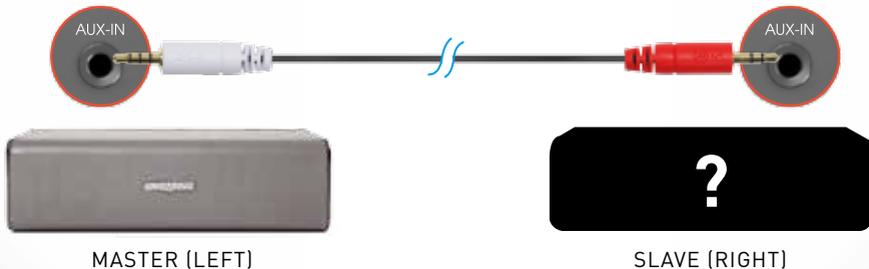### 2. Connecting the Roar to other audio devices

Simply connect the red end to the Roar and the white end to your source device and you are done!

May not work with audio devices using the OMTP standard.

3. Have fun enslaving other speakers * ^

Have fun hijacking another speaker and enslaving it to play your music! Simply connect the white end of the cable to the Aux-in of the Roar and the red end to the other speaker and play your music!

MASTER (LEFT)   SLAVE (RIGHT)

* Aux-in for both speakers are disabled when the MegaStereo cable is connected.

• When connected via the MegaStereo Cable, the audio from the two connected Sound Blaster Roars may sound unbalanced after running on battery for an extended period of time. This is due to the difference in the battery levels between the two speakers. For optimum performance, it is recommended to connect both speakers to their power adapters.

^ Audio may sound unbalanced due to difference in speaker matching.

APPENDIX: ENHANCING AUDIO PLAYBACK

SOUND BLASTER CONTROL PANEL FOR PC/MAC

The Sound Blaster Control Panel software works in tandem with the Sound Blaster Roar to give you real-time enhanced control over your PC/Mac audio. Visit **http://www.soundblaster.com/downloads/SBCP** to download the Sound Blaster Control Panel.

SBX audio settings
• Shows the current audio profile loaded
• Select another profile or modify settings

Resources link
• To learn more about Creative products

Switch the Sound Blaster to USB Audio mode before you install and run the Sound Blaster Control Panel.

APPENDIX: ENHANCING AUDIO PLAYBACK

PRE-DEFINED AUDIO PROFILES

A selection of pre-configured SBX Pro Studio-enhanced audio profiles have been optimized for most of your playback needs.

Click the **SBX Profile menu** to view and select an SBX Profile that matches your playback type.

CUSTOMIZING PRE-DEFINED AUDIO PROFILES TO SUIT YOUR NEEDS

In the **SBX Profile** screen, click the [Edit] button on the top right corner and modify the options as desired.

SBX Surround – Move the slider higher to "open" up a larger sound field and simulate a surround speaker setup. A lower percentage gives a more "centered" audio.

SBX Crystalizer – A higher percentage means a larger amount of audio details restored.

SBX Bass – Slide the slider to adjust the enhancement of bass sounds. More harmonic tones will be added the higher you go. You can also adjust the Crossover Frequency to set the transition of bass.

SBX Smart Volume – Activate Smart Volume to normalize volume levels (Normal), pump up the volume (Loud), or reduce loud burst of sounds for those late night sessions (Night). Move the slider to adjust the intensity accordingly.

SBX Dialog Plus – To hear dramatically clearer dialog, slide the slider higher for more voice enhancement.

You can also **configure Equalizer** settings of the active SBX Profile.
In the SBX Profile screen, click [Edit] and then click [Equalizer].

CRE∆TIVE®

Rev I