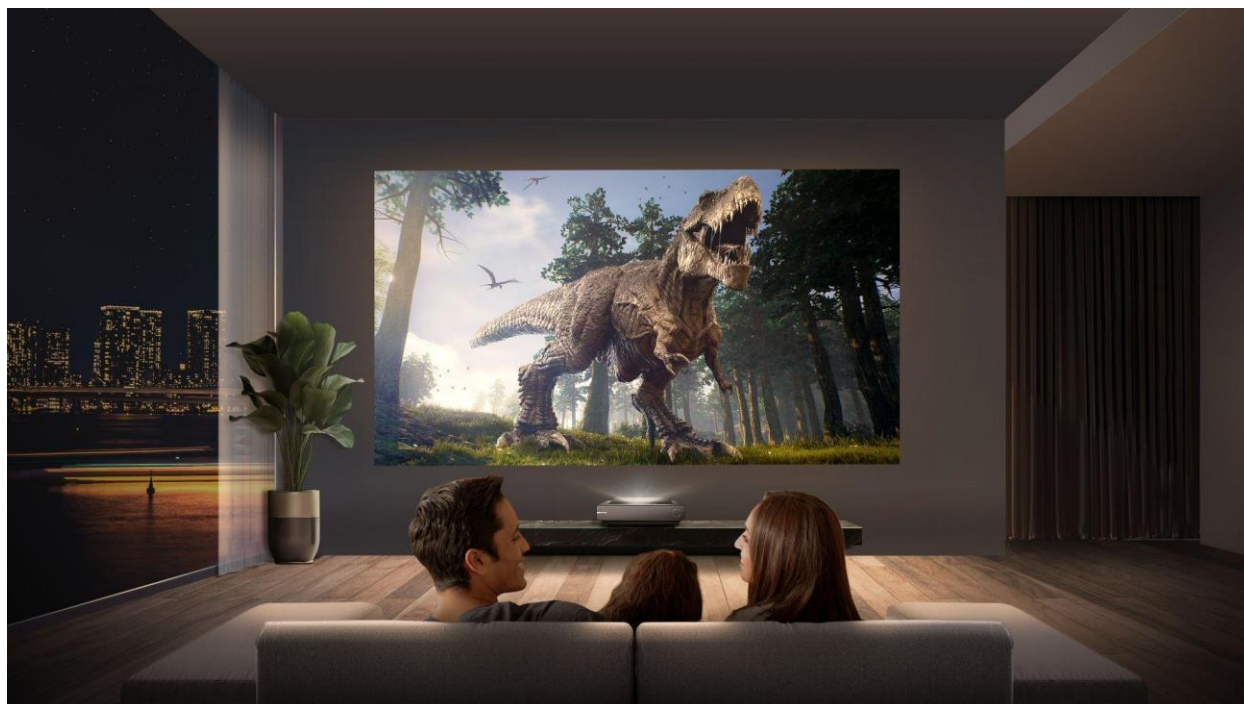


Hisense Announces Latest Addition to Their Laser Display Lineup: The PX1-PRO TriChroma Laser Cinema



SUWANEE, GA - (January 4, 2022) - [Hisense](#) today announces the latest in their growing line of laser display products, the PX1-PRO TriChroma Laser Cinema, now available for purchase. Featuring the award-winning TriChroma triple-laser light engine, the PX1-PRO achieves full coverage of the BT.2020 color space for a true-to-life picture in beautiful 4K resolution. The product's innovative Digital Lens Focus feature allows for ultra-fine focus tuning via menu controls to get a razor-sharp image in sizes from 90 to 130-inches. And with premium features like eARC for lossless audio, Filmmaker Mode, and smart home integrations, Hisense continues to set the standard for performance and features in the ultra short throw laser projection category.

Viewers seeking that sense of immersion will find the adjustable image size of the PX1-PRO a welcome feature, effectively making any room capable of becoming the home theater. Placed just inches from the wall, the PX1-PRO casts an image as large as 130" with excellent brightness uniformity. The TriChroma triple-laser light engine faithfully recreates a world of incredible color, achieving full coverage of the BT.2020 color space. Rated at 2200 lumens peak brightness, the PX1-PRO strikes the perfect balance in achieving punchy highlights while maintaining deep black level and shadow detail, especially when viewed in a light-controlled space.

True to form, Hisense's latest UST delivers on the features home cinema enthusiasts care about, including eARC for uncompressed audio pass-through, custom picture modes for SDR and HDR content, multipoint greyscale calibration controls, and easy integrations with smart home controls and devices. Even still, you don't have to be a cinephile or have a dedicated theater room to appreciate the performance and ease-of-use of the PX1-PRO. Smart Android TV OS, built-in 30W sound, and WiFi connectivity make setting up a 130" home theater with the PX1-PRO as easy as plugging in a smart TV.

The PX1-PRO TriChroma Laser Cinema is available through multiple retailers including Amazon, ProjectorScreen.com, and World Wide Stereo with an MSRP of \$3999.

HISENSE PX1-PRO TRICHROMA LASER CINEMA FEATURES

- **TriChroma Triple-Laser Light Engine:** The award-winning TriChroma triple-laser light engine achieves full coverage of the BT.2020 color space, for true-to-life color performance.
- **Ultra Short Throw with Digital Lens Focus:** use menu controls to fine tune the lens focus system for a razor-sharp image in sizes from 90 to 130-inches, with the projector placed just inches from the wall.
- **eARC and Dolby Atmos Sound:** Use eARC to pass-through uncompressed audio to a multi-channel surround sound system. Alternatively, the built-in 30W Dolby Atmos sound delivers spatial audio without the need for any extra equipment.
- **4K Resolution with HDR10:** 4K resolution delivers amazing picture depth and clarity while High Dynamic Range expands highlight and shadow detail.
- **Smart Home Ready:** Built-in WiFi, Bluetooth, Google Assistant, and Works with Alexa compatibility for simple integration of the PX1-PRO into a smart home ecosystem.
- **Filmmaker Mode:** automatically engage/disengage multiple picture settings including, frame rate, aspect ratio, motion interpolation, sharpening, and noise reduction, to best present content as the creators intended.
- **Android TV:** The Android TV platform brings more than 5,000 apps and games to the laser cinema. Viewers can install apps from the Google Play Store or use Chromecast to mirror their phones and tablets directly to the PX1-PRO.

ABOUT HISENSE USA CORPORATION AND HISENSE COMPANY, LTD.

Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Hisense USA Corporation offers an innovative range of technology products that disrupt the consumer electronics industry, challenge the competition and provide significant value to consumers. Distributed across North America, Hisense USA Corporation product portfolio includes televisions, refrigerators, air conditioners, dehumidifiers, beverage coolers and freezers.

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