

## Hisense and NextLevel Acoustics Showcase The “Ultimate Home Theater” at CEDIA 2022

**SUWANEE, GA - (Sept. 29, 2022)** - [Hisense](#), provider of high-performance televisions and innovative display technologies, announces a partnership with [NextLevel Acoustics](#), [Trinnov](#), [Kaleidescape](#) and others to showcase the ultimate home theater experience at the CEDIA 2022 EXPO. Hisense’s award-winning Laser TV lineup, including the latest [PX1-PRO TriChroma Laser Cinema](#) and [L5G 4K Smart Laser TV](#), will be featured alongside NextLevel Acoustics’ new [Reference Cinema](#) in-wall / on-wall loudspeaker series - which will be making its world debut at the event.

Hisense’s Laser TV category grew exponentially over the past year, with Laser TV unit sales tripling after the release of the award-winning [L9G Tri-Chroma Laser TV](#) in September 2021. By offering an end-to-end solution that bundles a projector and ALR screen, Hisense makes high-performance home theater more accessible to the masses. Now they are taking it one step further by partnering with notable audio and home theater brands, like NextLevel Acoustics, and home theater expert and YouTube reviewer from the channel [That Home Theater Dude](#), Chris Mata, to execute the experience and showcase the complete home theater potential when integrated with quality audio and visual enhancement components. For home theater enthusiasts looking for hassle-free ways to get the ultimate setup and dealers seeking options suitable for a variety of consumer needs, this pairing highlights how to get a premium home theater experience without the limitations and barriers to entry typical of traditional home setups.

“By coupling ultra-short throw technology, which requires no ceiling mounts, with paired ambient light rejecting screens that work in a variety of lighting environments, we reduce some of the barriers associated with home theater setup,” said Ken Welty, Director of Laser TV at Hisense. “It’s important to us to showcase the full potential of our Laser TV offerings to demonstrate that an increase in accessibility doesn’t mean a compromise in performance. We’re excited to work with our home theater partners at CEDIA to bring this idea to life.”

“The Ultimate Home Theater Experience will feature NextLevel Acoustics’ new Reference Cinema 2-way loudspeakers for front soundstage and surround channels along with our 18-inch High Velocity subwoofers. With their advanced internal components, compact footprint, and in- and on-wall placement flexibilities, these speakers are a prime example of how professional cinema-grade sound can now more easily be integrated into the home. We will also be displaying our [Fusion Soundbars](#). These are amongst the preferred options in the CEDIA channel where the best in performance, custom size and finish options from a single 3-channels-in-1 speaker cabinet design is sought,” says Robert Goldman, President of NextLevel Acoustics.

The booth will feature Hisense's full Laser TV and ULED lineup along with NextLevel Acoustics Dolby Atmos Reference Cinema System. CEDIA attendees interested in checking out the full home theater experience can stop by **booth #19079**.

### **ABOUT HISENSE USA CORPORATION AND HISENSE COMPANY, LTD.**

Established in 2001, Hisense USA Corporation offers a range of technology products including televisions, laser TVs, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers – with a mission of delivering feature-packed products at a fraction of the cost. In 2021, the company was the fastest-growing among the top five TV brands in North America and continues to grow year after year domestically and globally. Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., a multi-national consumer technology manufacturer and one of the largest television brands in the world.

### **ABOUT NEXTLEVEL ACOUSTICS**

NextLevel Acoustics is a premier custom speaker manufacturer producing proprietary audiophile class custom speakers including soundbars, architectural in-walls, subwoofers, as well as Sonos® Arc soundbar enclosures using the highest quality materials and techniques. Every product is put through its paces in an advanced testing facility resulting in a full line of unique high-quality American designed and manufactured speakers focused on superior performance and aesthetics.

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