



## ENHANCING PRODUCTIVITY IN COMMERCIAL SETTINGS WITH HISENSE LASER PROJECTORS



**LAS VEGAS (June 11, 2024)** — Hisense, a global leader in consumer electronics and home appliances, announces the first appearance of its laser projectors at InfoComm 2024, the largest professional AV trade show in North America. The PX3-PRO Laser Cinema and C1 Laser Mini Projector are designed to redefine high-end visual and audio quality to empower businesses to enhance productivity across various sectors.

With decades of expertise in display technology, Hisense has been a trusted partner for businesses worldwide. The company's commercial-grade solutions have powered boardrooms, auditoriums, retail spaces, and hospitality venues. From large-scale video walls to interactive displays, Hisense has consistently delivered cutting-edge products that enhance communication, engagement, and productivity.

The PX3-PRO is a versatile ultra short throw projector that maximizes available space in any commercial environment. Key features include:

- **Ultra Short Throw Brilliance:** The PX3-PRO's adjustable 80 to 150-inch screen size ensures flexibility for boardroom presentations, training sessions, and retail displays. Its real-time enhancement with AI algorithms guarantees impeccable visuals even in well-lit rooms.
- **Color Precision Beyond Conventional Projectors:** With 110% coverage of the BT.2020 color space, the PX3-PRO surpasses industry standards. Its ability to display a rich spectrum of colors captivates audiences, making it perfect for showcasing products, advertisements, or corporate content.
- **Immersive Sound with Harman Kardon Speakers and Dolby Atmos:** Audio quality matters in commercial settings. The built-in 50-watt front-firing Harman Kardon speakers, combined with Dolby Atmos, create an audio experience as captivating as the visuals. Engage viewers with cinematic sound that leaves a lasting impression.

The C1 sets itself apart as an industry-first in portable projection. Its features include:

- **TriChroma™ Triple-Laser Light Engine:** The C1 achieves 110% of the BT.2020 color space, resulting in vivid and lively image displays. Whether it's a client presentation or a training workshop, the C1 ensures true-to-life color performance.
- **Clear and Crisp Image:** With Auto Focus and Auto Keystone, the C1 delivers a razor-sharp image in seconds that can span from 65 to 300 inches. Its easy setup and ultimate portability make it an ideal choice for moving from one presentation room to another.
- **4K UHD Picture Quality:** Dolby Vision HDR, 2,000,000:1 Dynamic Contrast Ratio, and 1600 ANSI Lumens brightness provide impressive colors and high detail. The C1 ensures the best viewing experience, whether in a conference room or a hotel suite.

- Immersive Sound with Dolby Atmos: The 20W JBL speakers built into the C1 deliver clear speech and crisp audio, without needing additional equipment. Dolby Atmos enhances the overall experience.

The C1 is currently available at select retailers for \$2,299.99 MSRP and the PX3-PRO will be available in the third quarter for \$3,499.99 MSRP. For more information about Hisense Laser products, visit [www.hisense-usa.com/televisions/laser-tv](http://www.hisense-usa.com/televisions/laser-tv) and follow Hisense on [Facebook](#), [YouTube](#), [Instagram](#), and [X](#).

# # #

## **About Hisense USA**

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers. As the *Official TV and Home Appliance Partner of the NBA*, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing award-winning products. In 2022, Hisense achieved the notable distinction of being the second largest global TV manufacturer, demonstrating its commitment to both maintaining superior product quality and ensuring exceptional customer experiences.

## **Media Contact**

Hisense USA PR

[press.usa@hisense.com](mailto:press.usa@hisense.com)

Max Borges Agency for Hisense

[hisenseha@maxborgesagency.com](mailto:hisenseha@maxborgesagency.com)