

## Experience Hisense's latest innovations at CEDIA 2024

*Visit Vividstorm's booth (#3952) to see the newly launched C2 Ultra alongside the PX3-PRO, the first Ultra Short Throw projector designed specifically for Xbox. For a glimpse into the future of home theater, visit the 8K Association's booth (#C919) to experience the stunning clarity and detail of the 120LX 8K Laser TV.*



**Denver, CO (Sept. 4, 2024)** – Experience the future of home entertainment as [Hisense](#), a global leader in consumer electronics and home appliances, brings its revolutionary laser technology to life at CEDIA 2024. From September 5-7, attendees will have the exclusive opportunity to witness Hisense's latest innovations in action, with three of the most advanced laser displays on the market: PX3-PRO Laser Cinema, C2 Ultra, and 120LX 8K Laser TV. Whether you're a gaming enthusiast, a movie buff, or simply someone who demands the best in home entertainment, Hisense's groundbreaking technology is set to redefine your expectations.

### PX3-PRO Laser Cinema

The PX3-PRO Laser Cinema is designed for movie enthusiasts and entertainment lovers, offering exceptional picture and sound performance alongside convenient streaming capabilities. Featuring advanced TriChroma™ triple-laser LPU projection technology, the PX3-PRO integrates a high-precision triple laser light source, ultra short throw lens, DLP chipset, and AI to deliver unparalleled picture quality and vivid, lifelike visuals with 110% coverage of the BT.2020 color space. With integrated Google TV, users can easily access popular streaming services like Disney+, Netflix, Hulu, and Amazon Prime.

In a groundbreaking move, the PX3-PRO is the world's first ultra short throw projector designed specifically for Xbox, ensuring an immersive, lag-free experience for serious and casual gamers alike. The PX3-PRO's ultra-short throw design pairs perfectly with Vividstorm's premium screens which are renowned for enhancing image quality even in environments with ambient light. Visit the Vividstorm booth #3952 to see how the PX3-PRO meets the diverse demands of modern home entertainment.

## **C2 Ultra Laser Mini Projector**

Making its world premiere at CEDIA 2024, the Hisense C2 Ultra Laser Mini Projector is the company's latest innovation designed to bring the full cinematic experience into your home with unmatched visual and audio performance. Equipped with Hisense's advanced Tri-Chroma laser technology, the C2 Ultra delivers stunning visuals with 3,000 ANSI lumens of brightness and a 2,000:1 contrast ratio, ensuring vibrant, lifelike images in any setting. With IMAX Enhanced and Dolby Vision® certifications, every detail is displayed with exceptional clarity and dynamic color. The C2 Ultra also features a built-in JBL 2.1 channel audio system with an integrated subwoofer, providing immersive, theater-quality sound. With a versatile projection size ranging from 65 to 300 inches and 360-degree horizontal and 135-degree vertical rotation, the C2 Ultra adapts to any space, offering the ultimate in-home entertainment experience. Visit Vividstorm's booth #3952 to witness the C2 Ultra's transformative power and experience a new era of home cinema.

## **120LX 8K Laser TV**

The 120LX 8K Laser TV from Hisense marks a groundbreaking leap in home entertainment technology. As the industry's first mass-produced Laser TV with 8K ultra-high resolution, the 120LX offers families a premium viewing experience with expansive screen sizes from 100 to 150

inches, delivering exceptional detail and clarity. Enhanced by a Harman Kardon 4.1.2 multi-channel sound system, the 120LX provides immersive audio to match its stunning visuals. With an energy-efficient design, ALR screen, and cutting-edge features such as built-in millimeter-wave radar and WiFi 6 compatibility, this all-in-one solution seamlessly integrates into modern homes, setting a new standard in luxury and innovation. Visit the 8K Association booth #C919 to experience the future of home entertainment.

## **8K Panel Discussion**

Mark Major, Senior Sales Manager of Hisense Laser TV, will participate in a panel discussion on the future of 8K technology and its transformative impact on home entertainment. The session will explore how 8K delivers unparalleled immersion and “super realism” to satisfy the growing demand for larger screens and more engaging viewing experiences. Panelists will discuss the rapidly evolving 8K ecosystem, from content creation to display technologies, with Major sharing insights on Hisense's cutting-edge 8K solutions in both traditional TVs and Laser TV products. The discussion will also cover how 8K is set to redefine ultra-high-definition entertainment in the coming years. The panel takes place on Wednesday, September 4 at 11:00 AM MST in the Mile High Ballroom 3A at CEDIA Expo.

To learn more about all of Hisense's premium offerings, visit [Hisense-usa.com](https://www.hisense-usa.com) and follow @HisenseUSA on [Facebook](#) and [YouTube](#) and @Hisense\_USA on [Instagram](#) and [X](#).

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## **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, ranges, dishwashers, air conditioners, and dehumidifiers. As the Official TV and Home Appliance Partner of the NBA and UEFA EURO 2024, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. According to Omdia,



Hisense ranked No. 2 for TV shipments and No. 1 in the 100-inch TV category globally from 2022 to Q1 2024, a testament to the company's commitment to superior product quality and the best user-centric experience.

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