

## Hisense PX3 series Laser Cinema awarded TÜV Rheinland low blue light certification

**Suwanee, GA (Sept. 10, 2024)** – Hisense, the global consumer electronics and home appliances brand, announced today that its PX3 series Laser Projector was awarded Low Blue Light (Hardware Solution) certification by TÜV Rheinland, a leading provider of technical services worldwide.

The certification was presented at an awards ceremony attended by Dr. Liu Xianrong, Chief Scientist and General Manager of Hisense Laser Display Co. Ltd., and Mr. Zsolt Pesze, Euro Country Manager, TÜV Rheinland, at the Hisense booth during IFA 2024. The award recognizes Hisense's enhanced large-screen viewing experiences, with leading low-blue light ensuring excellent eye protection, important with today's often prolonged screen-time viewing.

TÜV Rheinland certification test includes spectral analysis and color gamut. The spectrum of blue light by Hisense laser products is remarkably narrow, concentrated within the range of 459-471 nm, enabling the product to avoid emitting potentially harmful blue light from the source, making it especially suitable for households with children. Additionally, the awarded Hisense laser technologies hold a high color gamut of up to 110% BT.2020.

Key to Hisense's laser display technology is its exclusive proprietary digital laser engine, LPU, which seamlessly integrates the ultra short throw lens, DLP chipset, and AI computing, ensuring every image is a masterpiece of light and color. In continuously striving for excellence in product development, Hisense aims to bring the highest quality products while creating a better living environment for families.

For more information about Hisense and its range of products, visit <https://www.hisense-usa.com/> or follow @HisenseUSA on Facebook and YouTube, or @Hisense\_USA on Instagram and X.

## **About Hisense**

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.

## **Media Contact**

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