**FOR IMMEDIATE RELEASE**

**Hisense launches ultimate 4K smart laser**

**mini projector C2 Ultra, “Designed for Xbox”**

**Suwanee, GA** **(Oct. 11, 2024)** – Hisense, a leading brand in global consumer electronics and home appliances, today launched its most advanced pure tri-color laser projector, the 4K Laser Smart Mini Projector C2 Ultra. Certified with *Designed for Xbox*, this latest addition to the premium C2 family guarantees gamers an exceptional and immersive audio-visual experience of 65 to 300 inches, making it the ultimate projector.

Enjoy silky-smooth, hyper-fast intensive gameplay with ultra-low lag or system stutters, thanks to Auto-Low Latency Mode, MEMC technology and Game Mode, with a refresh rate of up to 240 frames per second delivering blur-free images. Gamers are set to elevate their gaming experience to new heights, with C2 Ultra being the ultimate projector Designed for Xbox.

C2 Ultra delivers next-level picture quality with a 110% BT.2020 color gamut, 3000 ANSI lumens, IMAX Enhanced and Dolby Vision certification. The projector provides an immersive cinematic experience with incredible brightness and contrast without emitting any harmful blue light. Experience crystal-clear, immersive action movies in your own home, just as the filmmakers intended.

The PX3-PRO’s user-friendly interface and smart home compatibility make it an accessible and convenient addition to any home entertainment setup. C2 Ultra offers versatile setups for walls, ceilings, or floors in your living space. Its low-profile design and ultra short throw capability allow it to be placed close to the wall, saving space and making it suitable for various room sizes. Its gimbal design, optical zoom and auto-calibration functions enable projection onto multiple surfaces, spanning anywhere between 65 and 300 inches, with high brightness and contrast ratios ensuring stunning images, even in well-lit environments. Supporting split-screen gaming, it can instantly turn your room into a haven for multiplayer fun.

Premium picture quality is matched by exceptional audio performance. A meticulously crafted 1.2L built-in subwoofer delivers thrilling, precise bass and rich low-frequency sound, bringing intense gaming or movie watching experiences or stirring musical emotion for audiophiles. The 2.1 channel JBL sound system brings immersive audio to life with DTS® Virtual:X™ 3D surround sound.

C2 Ultra is available today on [Amazon](https://www.amazon.com/Hisense-C2-Ultra-Portable-Projector/dp/B0DHLH7VPH/ref=sr_1_1?crid=3F2CKPF3SLBZJ&dib=eyJ2IjoiMSJ9.-tEs8qCMPgcNdA6sufnxtay3CWhsD_S8nsEymM9I6M02Qu3fhC7fOseIBhX37P2bmWVInx3TZn2EgQDHjG8lHHA0cECO8MVf_P9-PWctxA_D6kBQR8SAJpj3yW6FdxpMT4Agyy9MoBZs5ldFRVeybYoEDyHqCltb7b2Qvut3XW5qmRFgobZbAi_uqOLbWdQBAMoyE8oH0QayCcSMbFlQ9CpdrmBp3e2atgk-1wdYtwg.erfCEBgGGqNcELswYjhfGkFNXbxYle2eDrAGPiZYLQ0&dib_tag=se&keywords=hisense+c2+ultra+projector&qid=1728511574&sprefix=hisense+c2+ultra+%2Caps%2C141&sr=8-1), [Projector Screen](https://www.projectorscreenstore.com/hisense-c2-ultra-smart-projector-4k-uhd-portable-triple-laser-hdr10-imax-enhanced-built-in-speakers.html), and [Hisense Shop](https://shop.hisense-usa.com/products/hisense-c12-ultra-trichroma-laser-mini-projector-up-tp-300) ready to showcase its one-of-a-kind picture quality, top-of-the-line audio experience, and a massive-screen for gaming fun.

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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. Visit [www.hisense-usa.com](http://www.hisense-usa.com) for more information.

**Media Contact**

Hisense USA PR

[press.usa@hisense.com](mailto:press.usa@hisense.com?subject=%20Hisense,%20VIDAA%20USA,%20Inc.%20and%20A%20Parent%20Media%20Co.%20Inc.%20Come%20Together%20to%20Deliver%20Safe%20Streaming%E2%84%A2%20for%20Kids%20and%20Families%20On%20Hisense%20TVs)

Max Borges Agency for Hisense

HisenseCE@maxborgesagency.com