



New Hisense PL2 Laser Cinema perfectly blends style and cinematic excellence

Suwanee, GA (Oct. 23, 2024) – [Hisense](#), a global leader in the consumer electronics and home appliance industries, announces the newest addition to its distinguished lineup of home theater solutions: the PL2 Laser Cinema ultra-short throw (UST) projector. Designed for true home theater enthusiasts with an eye for both performance and aesthetics, the PL2 exemplifies Hisense's commitment to delivering a seamless blend of entertainment and modern design. With Hisense's advanced X-Fusion™ laser technology, capable of producing billions of colors, and a customizable projection size ranging from 80 to 150 inches, the PL2 ensures vibrant, realistic visuals on a large, cinematic scale. Its sleek ultra-short throw design and simple installation make it an ideal fit for any home, effortlessly integrating premium, cinematic entertainment into any room.

“Hisense is committed to transforming the way people experience home entertainment,” said David Gold, President of Hisense Americas and Hisense USA. “Our advancements in Laser TV technology have continuously pushed the boundaries of what's possible, from realistic color and versatile form factors, to the screen size for PL2 reaching 150 inches. As user desires evolve, so do our Laser TV solutions, ensuring that we offer the perfect home theater setup for any space and preferences. This is part of our broader commitment to providing a wide range of big-screen viewing options for all spaces and preferences.”

The PL2 brings versatility and elevated design to the UST market, offering an exceptional home cinema experience without compromising on style. With its ultra-short throw design and adjustable projection size ranging from 80 to 150 inches, the PL2 provides a perfect balance of form and function. It boasts a 0.22 throw ratio for a cinematic screen experience in compact spaces, making it easy to transform any room into a captivating entertainment hub. Equipped with 4K picture quality as well as 4K AI upscaling along with immersive sound from two top-firing, built-in speakers featuring Dolby Atmos, the PL2 ensures that both audio and visuals deliver a truly cinematic experience.



Powered by Hisense's X-Fusion technology complemented by Dolby Vision and HDR10, the PL2 delivers vibrant and accurate colors with stunning clarity. With 2,700 ANSI lumens of brightness and a native contrast ratio of 3,000:1, the PL2 ensures crystal-clear images with deep blacks and brilliant highlights. Filmmaker Mode, ALLM, and MEMC ensure smooth and engaging playback for movies, sports, and gaming alike.

The PL2 runs on the intuitive Google Smart TV OS for seamless access to popular streaming services like Netflix, YouTube, Disney+, Hulu, and Amazon Prime Video. Compatible with Control4, AirPlay 2, and Apple HomeKit, it allows connectivity with other smart devices at home, enhancing the overall user experience. With active 3D capability, the PL2 offers immersive depth and a more engaging viewing experience for a variety of animation and action-based content. The user-centric design of the PL2 ensures it is easy to set up and integrates smoothly with existing devices, providing a premium home theater experience that suits all individual lifestyles and living spaces.

The PL2 is available now for \$2,499.99 at [Hisense Shop](#), [Amazon](#), and [Projectorscreen.com](#). For more information about Hisense, visit www.Hisense-USA.com 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, 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



Hisense USA PR
press.usa@hisense.com

Max Borges Agency for Hisense
HisenseCE@maxborgesagency.com