

## Hisense Introduces M2 Pro, Its Smallest, Most Portable Mini Projector Yet



*The Upcoming Hisense M2 Pro Smart Mini Projector Boasts Powerful Projection  
In a Sleek and Stylish Model*

**SUWANEE, GA – (June 5, 2025)** - [Hisense](#), a global leader in consumer electronics and home appliances, announces the M2 Pro Smart Mini Projector, a powerful new addition to its lifestyle projector lineup. The M2 Pro is Hisense's smallest, lightest, and most portable 4K projector, with a sleek and stylish design, packed with impressive brightness and color accuracy, seamless setup, and effortless streaming. Built with convenience and performance in mind, the M2 Pro delivers immersive big-screen viewing anytime, anywhere.

### **Introducing New AI Technology for More Realistic Images**

The M2 Pro introduces next gen AI 4K Clarity technology miniaturized, a sophisticated suite of algorithms working in harmony to deliver pristine images. With an intelligent AI 4K Upscaler, it can transform lower-resolution content into stunning 4K detail, while the AI Noise Reduction ensures a clean and clear picture. The AI HDR Upscaler feature meticulously optimizes contrast and highlights, enhancing the viewing experience through greater nuance in the picture. With 2.07

million micromirrors powered by a precision DLP system, the M2 Pro projects detailed 4K visuals, ensuring precision down to each individual pixel.

### **Vivid Colors and Strong Contrasts That Bring the Screen to Life**

Every moment can be larger than life with the high performance of the M2 Pro. Hisense's proprietary Triple Laser technology allows the M2 Pro to reach 110% of the BT.2020 color space for an expanded color range of more lifelike, cinematic color accuracy that brings every scene to life. With 4K UHD resolution, the M2 Pro delivers an ultra-crisp picture that brings out every detail, from subtle textures to dynamic action scenes. Its 1,300 lumens of brightness ensure a vibrant and powerful image, maintaining visibility and contrast even in rooms that aren't completely dark. Whether you're streaming the game or settling in for the latest great film, the M2 Pro houses the technology to deliver a sharp and vivid viewing experience in an unprecedented compact size.

### **Effortless Setup Anywhere with Smart Features**

The impressive performance is all packed into a compact, sleek, and stylish design that can be taken anywhere. Whether you're watching in a home theater, on the ceiling of your bedroom, or the backyard, setup is effortless with the M2 Pro. Seamless Auto Keystone Correction and Seamless Auto Focus automates the work of setting up your projector, while Optical Zoom allows greater flexibility in your setup without sacrificing picture clarity. The M2 Pro can be twisted and turned to display in a variety of angles, and screen sizes that range from 65" to 200" for even more versatility. Features such as Intelligent Wall Color Adaptation ensure color accuracy even on non-white walls, allowing you to truly watch anywhere.

### **Smart streaming with all your favorite apps**

Enjoy the benefits of built-in smart streaming with the VIDDA Smart TV, known for its fast and easy operating system that offers access to favorite apps such as Netflix, YouTube, Disney+, Prime Video, and Apple TV. The inclusion of voice assistant compatibility offers even more convenience allowing you to navigate to your favorite shows, movies, videos, sports, and more, with the use of VIDDA Voice.

The M2 Pro Smart Mini Projector is available for pre-order now for \$1,299.99 at [shop.hisense-usa.com](https://shop.hisense-usa.com) and [BH Photo & Video](https://www.bhphoto.com) and will be available to order in late summer through authorized resellers found at Hisense-USA.com. Visit [Hisense USA website](https://www.hisense-usa.com) to learn more. Also 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 has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, soundbars, refrigerators, ranges, dishwashers and air conditioners. As the Official Partner of the FIFA Club World Cup 2025™ and the 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 reliable, award-winning products. According to Omdia, Hisense ranks No. 2 worldwide in total TV shipments (2022-2024) and No. 1 globally in the 100-inch and over TV segment (2023-Q1 2025). As the first official partner of the FIFA Club World Cup 2025™, Hisense is committed to global sports partnerships as a way to connect with audiences worldwide.

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