

## **LG TO DEBUT ITS FIRST COMPACT LASER PROJECTOR DESIGNED FOR HOME CINEMA ENTHUSIASTS**

*Debuting at CES 2017, 'LG ProBeam' Delivers 2,000 Lumens  
In Compact, Portable Form Factor*

**ENGLEWOOD CLIFFS, N.J., Dec. 19, 2016** — At CES® 2017 next month, LG Electronics (LG) will unveil a new laser projector, the “LG ProBeam,” designed to deliver the ideal home cinema viewing experience. The LG ProBeam will go beyond the demands of consumers who not only seek high performance but also the versatility to enjoy movies and TV programs anytime, anywhere.

The LG ProBeam (model HF80JA) is ideal for the home cinema experience, because it is equipped with an advanced laser engine that produces up to 2,000 lumens of brightness, enabling viewers to enjoy video content even in a bright room. The LG ProBeam has a slim, sleek design, which makes it more portable, thanks to its innovative I-shaped laser engine. Employing a compact standing-type design, the 4.6-pound LG ProBeam is the industry’s lightest Full HD laser projector in the brightness range of 2,000 lumens. In addition, the LG ProBeam’s classic look allows it to blend in with any interior décor.

With the innovative Sound Sync Adjustment, the LG ProBeam can be paired with any Bluetooth audio product such as an external speaker or headphones. What’s more, the LG ProBeam’s Wireless Mirroring feature takes advantage of Miracast® to project content from smart devices onto a large projection screen. The unique four corner keystone and vertical auto keystone features allow consumers to find the best image setting and to balance images quickly and easily.

The LG ProBeam is equipped with LG’s award-winning webOS Smart TV platform, giving consumers access to the ever-growing number of streaming services and other desired programs based on location and availability.\* In addition, LG’s Magic Remote Control allows for easy navigation of the webOS interface. The LG ProBeam’s dynamic features make it easier to enjoy movies in the living room, watch sporting events in the

backyard or stream TV shows on a camping trip.

“As a leader in LED projectors worldwide, LG is confident its expertise in the home entertainment sector will make its first compact laser projector a hit with consumers,” said Tim Alessi, head of product marketing at LG Electronics USA. “LG is proud to continue pioneering the home cinema experience in dynamic new ways.”

LG’s new laser projector will be on display in Central Hall Booth #11100 from January 5-8 in the Las Vegas Convention Center.

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*Wireless Internet connection required and sold separately.\**

**About LG Electronics USA**

Named 4K Ultra HD Partner for CES 2017, LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. [www.lg.com](http://www.lg.com).

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