

## **LG EXPANDS U.S. MINIBEAM LINEUP WITH BRIGHTEST BATTERY-POWERED ULTRA SHORT-THROW PROJECTOR**

*New Features, Portability Strengthen Market-Leading LG Minibeam Projector Line*



**ENGLEWOOD CLIFFS, N.J., Aug. 17, 2016** — LG Electronics (LG), the world leader in LED projectors since 2008<sup>1</sup>, today announced plans to expand its Minibeam<sup>®</sup> series of portable projectors. Debuting next month at IFA 2016 in Berlin, the two newest projectors in the LG Minibeam series (models **PH450U** and **PH150G**) bolster screen sharing capabilities with Miracast and wireless display, expanded brightness and superior portability for flexible viewing in any sized space.

“With more variety than ever before, LG’s expanded lineup Minibeam projectors offer expanded features with enhanced connectivity for consumers, which means delivering unparalleled freedom and viewing convenience to enjoy entertainment,” said Tim Alessi, Senior Director, Product Marketing for home entertainment at LG Electronics USA.

The PH450U is among the brightest battery-powered ultra short-throw projectors available in the market today. Equipped with up to 450 lumens, users can create a cinematic

experience inside or outside of the home with the ability to display a sharp 80-inch HD (1280 x 720) image from a distance of only 13 inches from the screen. The PH450U also can be set upright to render images on any flat, horizontal surface, allowing users to transform desks, tables and even floor surfaces into movie screens.

From a connectivity standpoint, users can seamlessly transfer content directly to the projector via an HDMI cable with MHL capability, or via a USB drive, for the ultimate in viewing versatility. And with a rechargeable 2.5-hour battery built in, users can take this 2.4-pound projector anywhere, anytime without worrying about plugging into a power source.

For those looking for an even more compact option, the new LG PH150G projector offers the same sleek design aesthetic: At just 1.1 pounds, the extremely portable PH150G offers up to 130 lumens of brightness and up to a 100-inch screen in clear HD resolution (1280 x 720) along with a rechargeable 2.5-hour battery built in.

Both models come equipped with LG's triple wire-free connectivity for a viewing experience free of wired connections for power, audio and video sources. With a built-in wireless mirroring function, it also can connect to a smartphone or a tablet for projection.\* In addition to built-in speakers, users can also stream sound directly from the projector to a Bluetooth® compatible sound system like home audio speakers, headphones or portable speakers to pair big sound to the big viewing experience. And with long-lasting rechargeable batteries\*\*, Wi-Fi Screen Share connectivity and Bluetooth compatibility, LG Minibeam projectors give users unprecedented flexibility in a portable package.

LG's new Minibeam models are scheduled to launch at U.S. retailers nationwide this year:

- **Battery Embedded Ultra Short-Throw Projector with TV Tuner (PH450U):** \$649.99, available September at Best Buy
- **Battery Embedded Ultra Short-Throw Projector (PH450UG):** \$649.99,



available October at retailers nationwide

- **Battery Embedded Projector (PH150G):** \$349.99, available October at retailers nationwide

For more information, please visit [www.lg.com/us/projectors](http://www.lg.com/us/projectors).

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

*\*\*Battery life lasts 2.5 hours.*

<sup>1</sup> *Source: PMA Research for 2008-2015 projectors greater than 99 lumens.*

#### **About LG Electronics USA**

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 2016 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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