

EMBARGOED UNTIL JULY 24 @ 8:00AM EST

**LG LAUNCHES FIRST ULTRA SHORT THROW
4K UHD ‘CINEBEAM’ LASER PROJECTOR**

*Innovative Home Theater Projector
Redefines Sophisticated Home Design*

ENGLEWOOD CLIFFS, N.J., July 24, 2019 — LG Electronics USA has launched its first ultra short throw 4K Ultra HD projector. The LG CineBeam AI ThinQ 4K laser projector, a 2019 CES Innovation Award winner, is available now at [LG-authorized dealers](#) nationwide at a suggested retail price of \$5,999.

When placed a mere 7.2 inches from the wall, the new projector (model HU85LA) projects up to a 120-inch diagonal 4K image and its 2,700 ANSI lumens deliver a clear and vivid picture, even in higher ambient light conditions. Housed in an extreme minimalist design, the LG CineBeam 4K laser projector includes HDR10 high dynamic range capability to deliver far deeper blacks in dark scenes and more life-like bright highlights, meticulously displaying the content as originally intended by the content creators. It also features IP Control with Control4, Crestron, and Savant.

The LG CineBeam 4K laser projector goes beyond the limits of DMD and the light source of existing blue laser with a new optical system that uses a three-channel laser for each RGB, ensuring excellent color reproduction in its optimal design form factor.

Building on LG’s artificial intelligence innovations, the HU85LA is the first projector to have both the Google Assistant and LG’s own ThinQ AI solution built in, allowing for seamless control and content discovery through simple voice commands. No additional device is needed to use the Google Assistant.

When a user searches for content, the projector automatically connects to streaming services such as Netflix, YouTube and Amazon as well as broadcast TV through its smart TV platform. The included LG Magic Remote is also the world’s first to be able



to implement both motion-based user interface and backlit functions, ensuring the optimized handling of the projector with smart features.

For more information on LG projectors and LG's full line of cutting-edge home entertainment products, please visit lg.com.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$54 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence.

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