LG | Business Solutions

Home Entertainment hall with different class

LG CineBeam Laser 4K
HU810PW / AU810PW

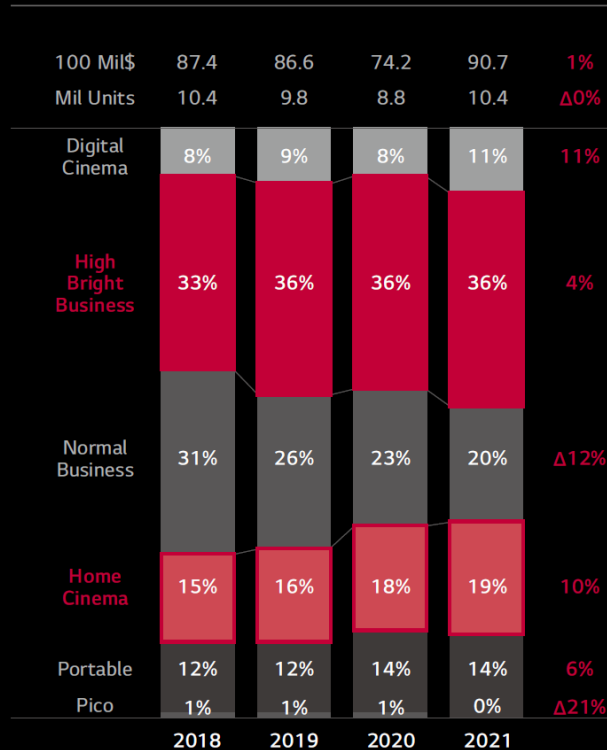CES INNOVATION AWARDS 2021 HONOREE

TREND ISSUE

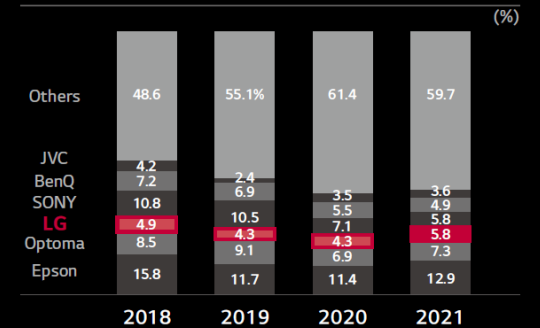Expanding High Bright Business Rising Market Demand for Home Cinema LG's Growing Market Share :

Going to the theater has become difficult; people want to enjoy a proper viewing experience.

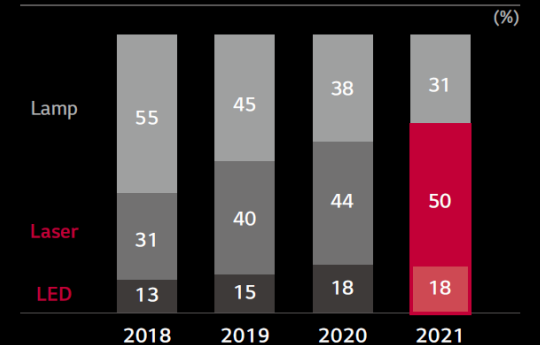As market demand for home cinemas increase, LG's market share is also growing.

Market Demand (Amt)

	2018	2019	2020	2021	
100 Mil$	87.4	86.6	74.2	90.7	1%
Mil Units	10.4	9.8	8.8	10.4	Δ0%
Digital Cinema	8%	9%	8%	11%	11%
High Bright Business	33%	36%	36%	36%	4%
Normal Business	31%	26%	23%	20%	Δ12%
Home Cinema	15%	16%	18%	19%	10%
Portable	12%	12%	14%	14%	6%
Pico	1%	1%	1%	0%	Δ21%

Market Share (Amt) (Home Cinema + Portable)

(%)

	2018	2019	2020	2021
Others	48.6	55.1%	61.4	59.7
JVC	4.2	2.4	3.5	3.6
BenQ	7.2	6.9	5.5	4.9
SONY	10.8	10.5	7.1	5.8
LG	4.9	4.3	4.3	5.8
Optoma	8.5	9.1	6.9	7.3
Epson	15.8	11.7	11.4	12.9

Light Source Trend (Amt)

(%)

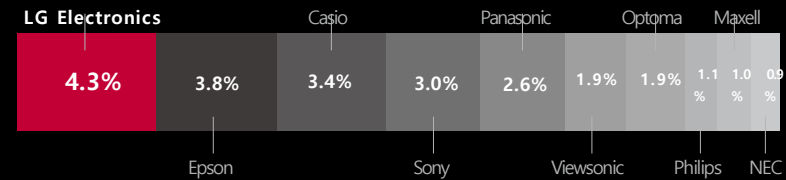|	2018	2019	2020	2021
Lamp	55	45	38	31
Laser	31	40	44	50
LED	13	15	18	18

TREND ISSUE

Top 10 home cinema & portable projector brands :

LG's home cinema projector with CineBeam, you can enjoy diverse content at the highest quality from the comfort of your home.

Y19) All SSI[1]) Projector (B2B/B2C) Top 10 Brands (M/S by sales unit)

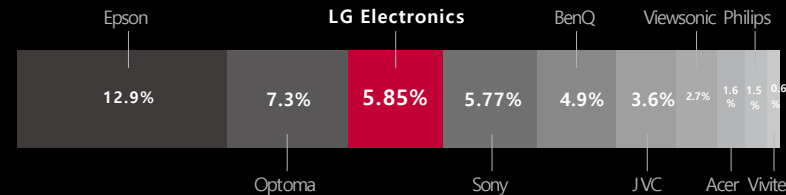| LG Electronics	Epson	Casio	Sony	Panasonic	Viewsonic	Optoma	Philips	Maxell	NEC
4.3%	3.8%	3.4%	3.0%	2.6%	1.9%	1.9%	1.1%	1.0%	0.9%

NO.1
SSI (Laser / LED) Projector since 2013

* Source : PMA Research, Commercial & Consumer projector all included except undefined 'others' brands and Chinese local brands

Y20 Q1) HomeCinema & Portable Top 10 Brands (M/S by Market Value ($))

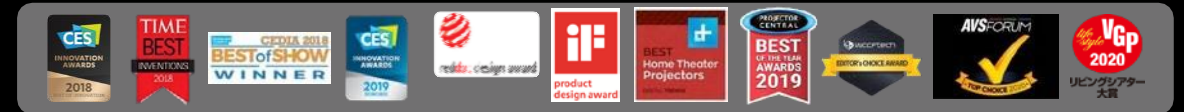| Epson	Optoma	LG Electronics	BenQ	Sony	Viewsonic	JVC	Philips	Acer	Vivitek
12.9%	7.3%	5.85%	5.77%	4.9%	3.6%	2.7%	1.6%	1.5%	0.6%

NO.3
B2C (HomeCinema&Portable) Projector in Y20Q1

* Source : PMA Research, 100-1499ANSI + 1500ANSI-3999ANSI 4K/FHD except undefined 'others' brands and Chinese local brands

* 2018 –2020 Q1 (HU80K / HU85L / HU70L / BU50N)

Home Entertainment hall with different class

LG CineBeam Laser 4K

HU/AU810P

- Resolution : Real 4K, 8.3 megapixel 4K UHD
- Illuminating System : DualLaser
- Brightness Optimizer
- Smart Projector

CES INNOVATION AWARDS 2021 HONOREE

PRODUCT **BRIEF**

HU810P

Light Source	Dual Laser (up to 20,000 hrs)
Resolution	4K UHD (3840 x 2160)[1]
Brightness	2,700 ANSI[2]
Contrast Ratio	2,000,000 : 1
Color Reproduction	DCI-P3 97%[3]
Screen Size	40"~300"
Installation	Lens shift H ±24%, V ±60%, Zoom x1.6
Feature	Brightness Optimizer Iris Mode / Adaptive Contrast
	HDR 10 / HLG / HGiG / HDR Dynamic Tone Mapping
	Film Maker Mode / TruMotion / Real Cinema
	webOS
	Wireless Connectivity AirPlay2 / Miracast
	5W+5W Speaker eARC Bluetooth
Size / Weight	337 x 410 x 145 mm / 11kg

1) 4K UHD resolution with 8.3 million discrete pixels projected by XPR (Expanded Pixel Resolution) video processing.

2) The brightness (ANSI Lumen) is based on the perceived brightness of projected image

3) The rate may vary by picture modes

PRODUCT **BRIEF**

AU810P

Light Source	Dual Laser (up to 20,000 hrs)
Resolution	4K UHD (3840 x 2160)[1]
Brightness	2,700 ANSI[2]
Contrast Ratio	2,000,000 : 1
Color Reproduction	DCI-P3 97%[3]
Screen Size	40"~300"
Installation	Lens shift H ±24%, V ±60%, Zoom x1.6
Feature	Brightness Optimizer Iris Mode / Adaptive Contrast
	HDR 10 / HLG / HGiG / HDR Dynamic Tone Mapping
	Film Maker Mode / TruMotion / Real Cinema
	webOS
	Wireless Connectivity AirPlay2 / Miracast
	5W+5W Speaker eARC Bluetooth
Pro-AV Features	Wisa / Auto Calibration / 12V Trigger
Size / Weight	337 x 410 x 145 mm / 11kg

1) 4K UHD resolution with 8.3 million discrete pixels projected by XPR (Expanded Pixel Resolution) video processing.

2) The brightness (ANSI Lumen) is based on the perceived brightness of projected image

3) The rate may vary by picture modes

Beyond Home Cinema, Above Projector

A home cinema projector that passes with flying colors in every category, offering various functions and perfect picture quality for a premier viewing experience

1 **Next-level adaptive viewing** using LG's unique Brightness Optimizer

2 **Next-level immersion** With high picture quality, high audio quality and cinematic functionality

3 **Next-level comfort** through various convenient functions

AU810P / HU810P

[1 ENJOY NEXT-LEVEL ADAPTIVE VIEWING]

Provides optimal viewing by adjusting to brightness and darkness

BRIGHTNESS OPTIMIZER

IRIS MODE + **ADAPTIVE CONTRAST**
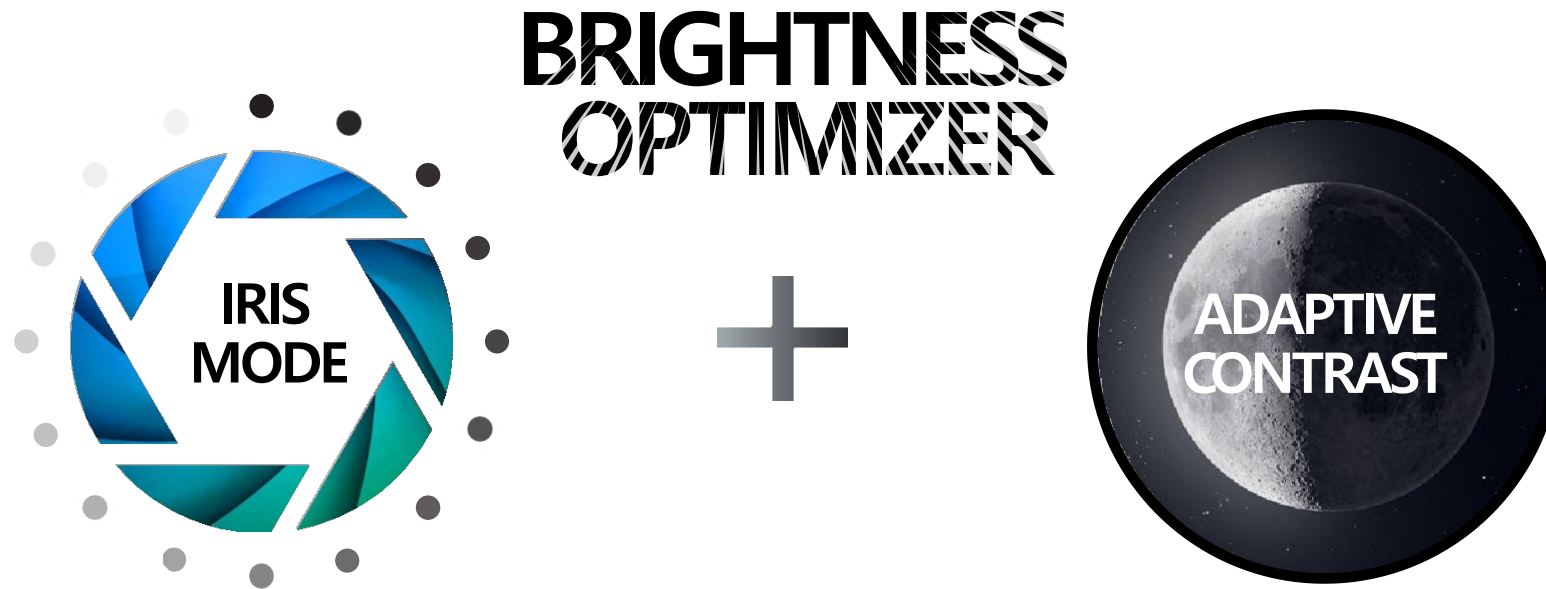
Brightness and black level optimized to the surrounding illumination

- In bright rooms, since lighting prevents deep blacks, the iris widens to increase the range of brightness
- In dark rooms, since excessive brightness can hurt the eyes, the iris narrows to decrease the range of brightness without ruining the screen brightness
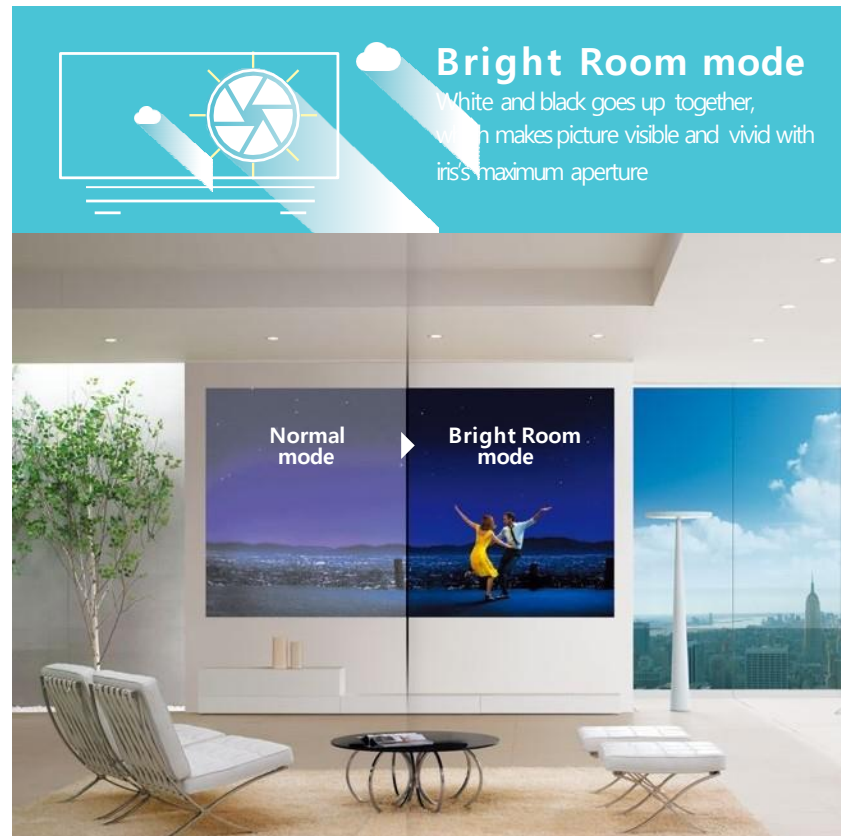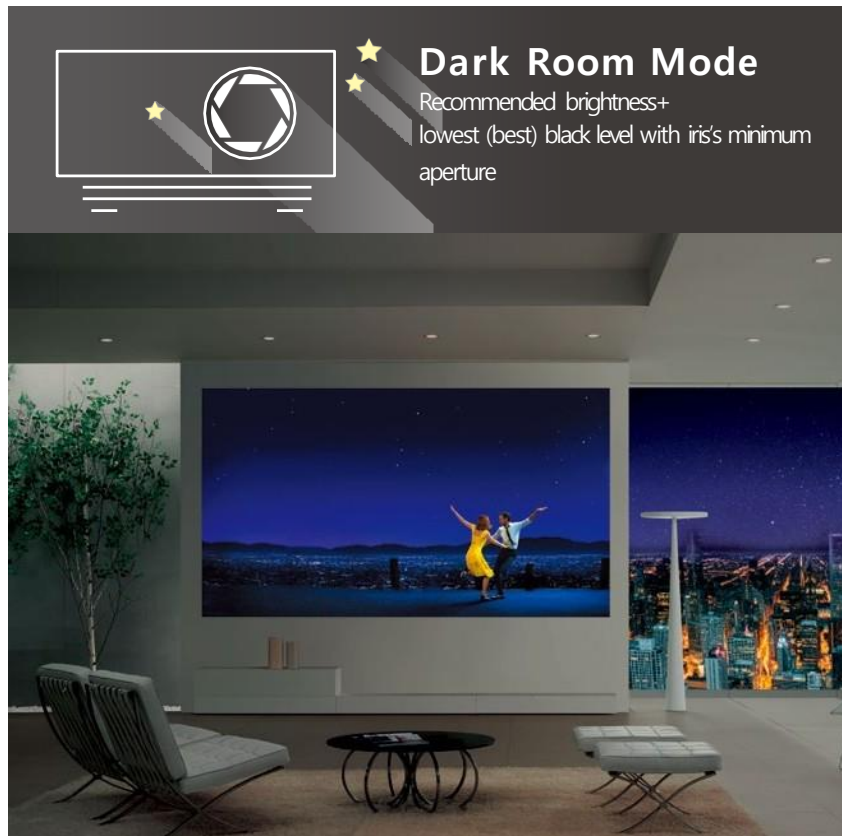
Brightness and black level optimized to the image brightness

- Gives deeper blacks in addition to brightness range for each iris mode, thus increasing range

※ With Brightness Optimizer (Iris Mode, Adaptive Contrast), it physically adapts to the display's brightness and darkness range, while Dynamic Tone Mapping optimizes the image for that range

AU810P / HU810P

IRIS MODE

Depending on lighting condition of viewing environment, a user can change iris mode. Dark Room (Standard) mode is recommended for optimized images with balanced brightness and black level, while Bright Room mode is recommended for bright environment viewing with the projector's iris fully open

Dark Room Mode
Recommended brightness+ lowest (best) black level with iris's minimum aperture

Bright Room mode
White and black goes up together, which makes picture visible and vivid with iris's maximum aperture

Normal mode ▶ **Bright Room mode**

SALES SPOTLIGHT

" **Perfect picture quality in any space!** "

Optimizes brightness and black level to the room's lighting. Only available in LG's

Bright Room mode
- ✓ **2700 ANSI high brightness**
- ✓ **DCI-P3 97%**
- ✓ **High contrast ratio**

→ Watch Sports/Drama with family, in brightly lit room

Dark Room mode
- ✓ **Optimized brightness for dark room**
- ✓ **Same DCI-P3 97%**
- ✓ **High contrast ratio & black level**

→ Watch movies, in dedicated dark room

AU810P / HU810P

ADAPTIVE CONTRAST

This feature gives more depth to your image by adaptively adjusting the Laser output to image, in order to create a high contrast ratio. Bright scenes appear brighter, while dark scenes remain detailed with deep blacks and shade detail.

Adaptive Contrast
OFF

Adaptive Contrast
ON

SALES SPOTLIGHT

" **Perfect picture quality with any image!** "

Optimizes brightness and black level to the image's brightness

Movie

Sport

AU810P /
HU810P

BRIGHTNESS OPTIMIZER

2 EXPERIENCE NEXT-LEVEL EMOTIONS

Unrivaled immersion through your home entertainment

More Vivid and Realistic
PICTURE QUALIT Y

Lifelike and Immersive
SOUND QUALIT Y

Perfect for Movie-lovers
CINEMA FUNCTIONALIT Y

PICTURE QUALITY
- **Real 4K UHD**
- **6 Step Upscaling**
- **Expert picture control**
- **Dynamic Tone Mapping**
- **HGiG**
- **Auto Calibration**

SOUND QUALITY
- **eARC (HDMI2.1)**
- **Dolby Atmos Compatible**

CINEMA FUNCTIONALITY
- **Film Maker Mode,**
- **Real Cinema Mode**
- **TruMotion**

AU810P / HU810P

REAL 4K

LG 4K UHD projector has a 3840 x 2160 (2160p) resolution with 8.3 million discrete pixels projected. It provides a 4 times more dense and detailed picture, which is obvious with a large screen.

Full HD (1080P)

4K UHD (2160P)

* Real 4K with 8.3million pixels projected onto screen

AU810P / HU810P

6 STEP 4K UPSCALER (4K UPSCALER+SUPER RESOLUTION)

To provide consumers a superior Ultra HD picture quality from an HD source, A 4K conversion algorithm and Super Resolution are used to express detailed and clear 4K picture quality.
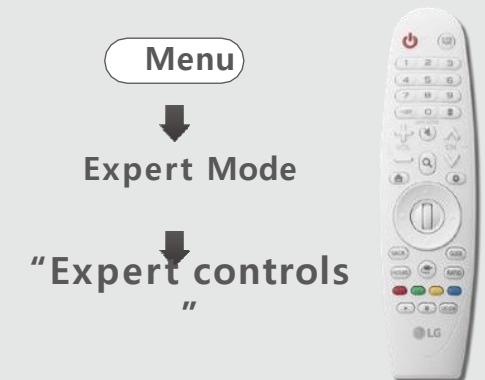
AU810P / HU810P

EXPERT PICTURE CONTROL

Expert picture settings for the projector experts who want to adjust pictures for their preference

Dynamic Contrast	Corrects the difference between the bright and dark areas of the screen for optimal results depending on the brightness of the picture. (SDR/HDR content)
Gamma	Adjusts the medium brightness of the picture. (1.9/2.2/2.4/BT.1886)
Smooth Gradation	It reduces jaggies in the picture for a smooth picture.
Color Management System	This is used when experts control it by using a test pattern. You can control it by selecting areas of six colors ([Red]/[Green]/[Blue]/[Cyan]/[Magenta]/[Yellow]). For normal images, adjustments may not result in noticeable color changes.
Color Gamut	Selects the range of colors to display for much colorful and vivid expression (extended/Auto)
Dynamic Color	Adjusts the color and saturation of the picture to make the image more colorful and lively.
White Balance	Adjusts the overall color temperature of the screen as desired. (2point/10point/22point)

SALES SPOTLIGHT

"Adjust settings to your tastes with Expert Mode!" (How to Use)

Menu

⬇

Expert Mode

⬇

"Expert controls"

AU810P / HU810P

HDR DYNAMIC TONE MAPPING (AUTO)

Auto Dynamic tone mapping technology delivers higher contrast and vivid colors for HDR content
.

Conventional	HU810P

Makes HDR images better by adjusting tone mapping curve.

- but manually : usually users should control HDR Tone mapping for every different HDR contents.
- and static : This use only simple minimum or maximum signal range which come from an entire
  movie, not from scene by scene, or frame by frame.

Higher contrast and more vivid colors

With improved signal range detection algorithm
- Auto : Automatically detecting the signals and adjust tone mapping.
- Dynamic : Using meaningful signal range (frame by frame) instead of using simple minimum or maximum signal range

AU810P /
HU810P

HDR DYNAMIC TONE MAPPING (AUTO)

Conventional

Static Tone Mapping

: This uses only simple minimum or maximum signal range which come form an entire movie.

Same tone mapping for an entire movie

HU810P

Dynamic Tone Mapping

: Using meaningful signal range (frame by frame) instead of using simple minimum or maximum signal range

Dynamically controlling tone mapping frame by frame

AU810P /
HU810P

HGiG (HDR GAMING INTEREST GROUP)

New HDR game mode created by HGiG for X-box and Playstation's HDR games.

Without HGiG	With HGiG

Cannot see exact road

Can see exact road and right turn

※ HGiG (HDR Gaming Interest Group) : Consortium group for HDR game (LG, Vizio, Sony, MS)
※ Below game developers have expressed interest in developing titles with HGIG functionality
 : Activision Publishing Inc., CAPCOM Co. Ltd., Electronic Arts, Epic Games, Microsoft Corporation, Sony Interactive Entertainment, SQUARE ENIX CO. LTD., Ubisoft Unity Technologies, Vicarious Visions, WB Games

AU810P /
HU810P

eARC

eARC(Enhanced Audio Return Channel) is the next generation of ARC, which is most preferred speaker connection as o

f today. With eARC, the original, full-resolution audio signal can be sent via the HDMI cable.

Function	TOSLINK	HDMI-ARC	HDMI-eARC
Cable used	Optical S/PDIF	HDMI	HDMI with Ethernet
Stereo support	YES	YES	YES
Compressed 5.1	YES	YES	YES
Uncompressed 5.1	No	No	✔ YES
Uncompressed 7.1	No	No	✔ YES
High Bitrate/Object based Up to 192kHz, 24-bit (e.g. Dolby Atmos)	No	No	✔ YES (Pass-through)
Maximum Audio Bandwidth	~384 Kbits/second	~1 Mbits/second	9.22Mbps (Uncompressed 48khz/7.1/24bit support)
TV Mutes & controls volume	No	YES (CEC)	YES (CEC)
Powering TV powers audio device	No	YES (CEC)	YES (CEC)
ARC Fallback[2)	No	N/A	YES (CEC)

SALES SPOTLIGHT

ARC:
dumbs down and compress audio signals before passing them through an HDMI or optical cable

V
S

eARC:
the original, full-resolution audio signal can be sent via the HDMI cable -producing the very best sound with no compromises. (up to Uncompressed 7.1)

* All the competitors support only ARC as of today (`20. Nov)

AU810P / HU810P

DOLBY ATMOS COMPATIBLE

Through the use of audio objects, overhead sound, and all the richness, clarity, and power of Dolby sound, Dolby Atmos turns your room into an amazing place for entertainment. You'll feel like you're inside the action, in ways you've never before experienced.

Setting examples

Soundbar + woofer

5.1.4 CH

7.1.2 CH

AU810P / HU810P

FILMMAKER MODE

The picture mode for content appreciation proposed by the film content creators.

FILMMAKER MODE™ logo is a trademark of the UHD Alliance, Inc. in the United States and other countries.

Voice of Content Creators	Motion smoothing removes the filmic essence from films, giving them a hyperreal quality. (aka soap opera effect)
Objective of Film-maker	- Filmmaker Mode turns off motion smoothing and other video processing settings with an eye toward approximating what creator sees in the final grading suite. - This mode can faithfully and accurately deliver the creators' intent.
Same as the original contents	- Maintain source frame rate and aspect ratio - Motion processing off (no smoothing) - Sharpening and noise reduction off - Other "image enhancements" off - Color : White point at D65/6500K (prevents colors from looking too warm or cool)

SALES SPOTLIGHT

트윗

Tom Cruise @TomCruise

I'm taking a quick break from filming to tell you the best way to watch Mission: Impossible Fallout (or any movie you love) at home.

611.5만 조회수   1:26 / 1:27

오전 6:46 · 2018년 12월 5일 · Twitter Media Studio

2.3만 리트윗   1만 인용한 트윗   10.3만 마음에 들어요

https://twitter.com/TomCruise/status/1070071781757616128

AU810P / HU810P

REAL CINEMA UP TO 4K

Movies are usually shot at 24 frames per second (fps), whereas standard projectors are 60fps. Real Cinema displays images optimized for the original 24fps without sacrificing image quality, the way the film was meant to be seen. This technology provides a cinematic experience at home, optimizing images for the original 24fps without altering image quality.

Video Source	Film Source
60Hz(ATSC) / 50Hz(DVB)	24Hz
Casual TV / Broadcasting content (RF / HDMI / RGB / AV / Component)	Cinema / film related sources (Theater / DVD / Blue-ray)

* Creative community shows necessity of something like "Filmmaker Mode" very much. (96% of 373 respondents showed somewhat / most important)

AU810P /
HU810P

TRUMOTION UP TO 4K

With motion estimation/motion compensation (MEMC) technology, fast-moving content like sports and action movies appear smooth and fluid.
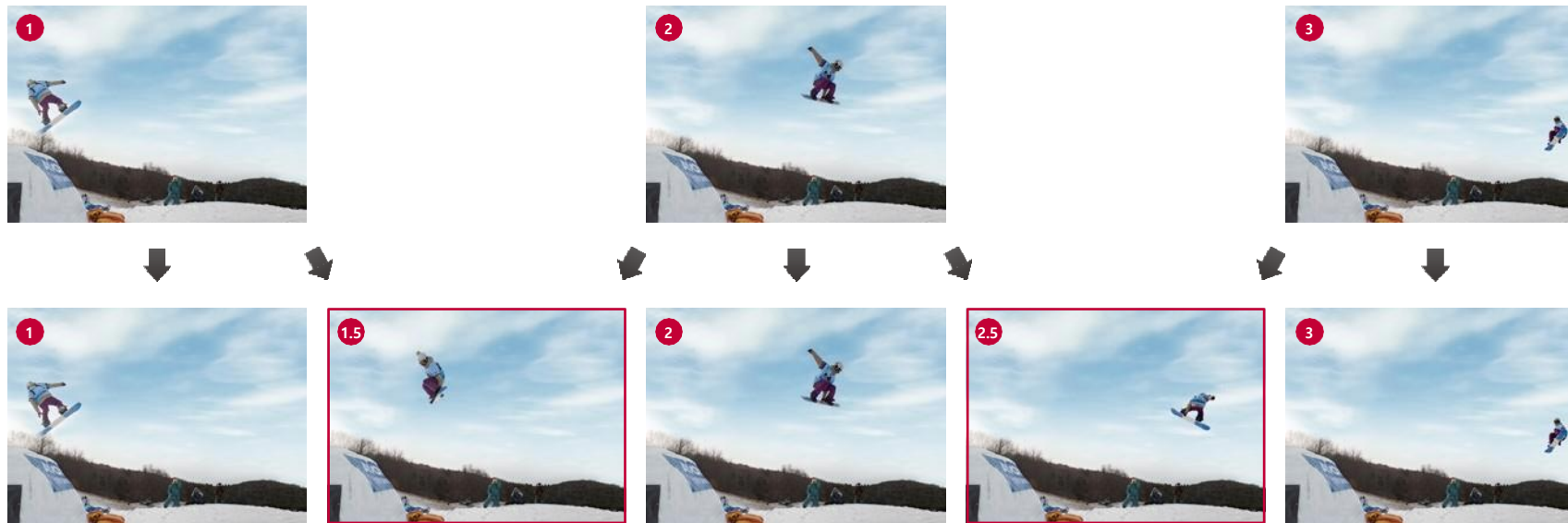
Generated frame by MEMC

→ Great for watching fast moving videos (Sports, Action movies, etc.)

SALES SPOTLIGHT

**MEMC
(Motion Estimation/
Motion Compensation)
Technology?**

Video processing where animation frames generated between existing frames, making animation more fluid (i.e Motion Interpolation).

AU810P / HU810P

3 COMFORTABLE VIEWING WITH NEXT-LEVEL CONVENIENCE

Unrivaled immersion through your home entertainment

Your own private theater
COMFORTABLE VIEWING ENVIRONMENT

Works with Apple AirPlay

Miracast
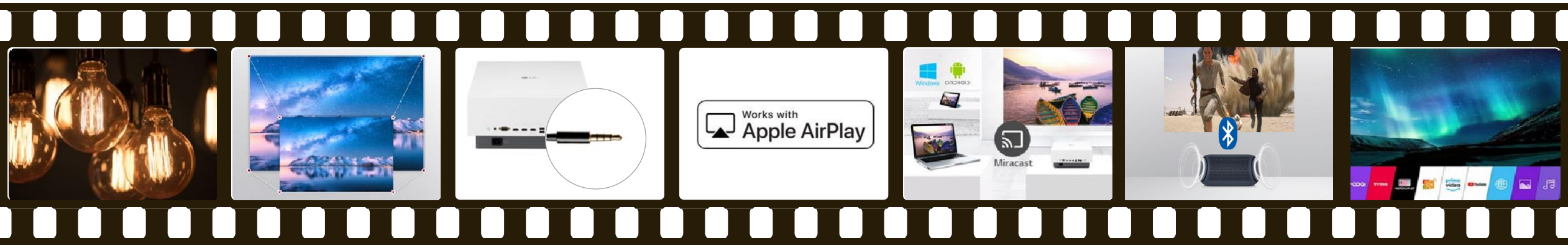
| Long Lasting Light Source | Lens Shift / Zoom | 12v Trigger (Trigger Out) | AirPlay | Screen Share | Bluetooth | 4K Streaming Services |

AU810P / HU810P

AIRPLAY2 (CERTIFIED)

Works with Apple AirPlay

Stream or share video, photos, music from your iOS device to your compatible LG Projectors. LG CineBeam provide AirPlay2 capability without the need to buy a $199* Apple TV.

* US RRP based

Video casting*

- Supports 4K HDR / Dolby Atmos
- Works with Magic Remote (play/pause/caption)
* Netflix not supported

Mirrorin

- Supports up to 1080p picture quality
- Unsupported HDR / Dolby Vision
* Netflix not supported

Audio Streamin

- Play music from mobile devices
- Works with Magic Remote (play/pause)

SALES SPOTLIGHT

" **Please check it out!** "

Some projector brands claim they support Airplay,but their projector only support 'mirroring,' not casting, without any quality test done by Apple. LG CineBeam is the only projectors with Airplay (Casting & Mirroring) which is certified by Apple

Works with Apple AirPlay

---

*What is Casting?
Casting allows you to watch your favorite movie content on the large screen with your iOS phone running other apps After you cast content, you are free to use the phone for calls or games without disturbing the cast.

AU810P / HU810P

LENSSHIFT / ZOOM

Flexibly and conveniently to be put or installed on the place where you want it to be.

Lens Shift

+ - 24% Horizontally

+ - 60% Vertically

Advanced Zoom

x1.6

x1.2

AU810P

LG CineBeam Laser 4K AU810P
AV Specialist

WiSA

Enjoy premium sound with ease through
a wireless audio solution!

12V Trigge

Connect to external devices with ease,
like motorized screens that support trigger signals!

Mini jack stereo cable (3.5mm)

Auto Calibratio

Calibrate in just 30 minutes with ease using Calman,
a professional calibration software!

Pattern Generator   Color Analyzer

data comm.   Camera

30 minutes Calibration

w/CalMAN software

AU810P

HIGH-END WIRELESS SPEAKER & AUDIO (WISA)

LG Wireless audio solution with short latency performance and multi-channel function completes perfect synchronized watching experiences.

Bluetooth

Left+Center

2.0 channels

Center+Right

WiSA* ready
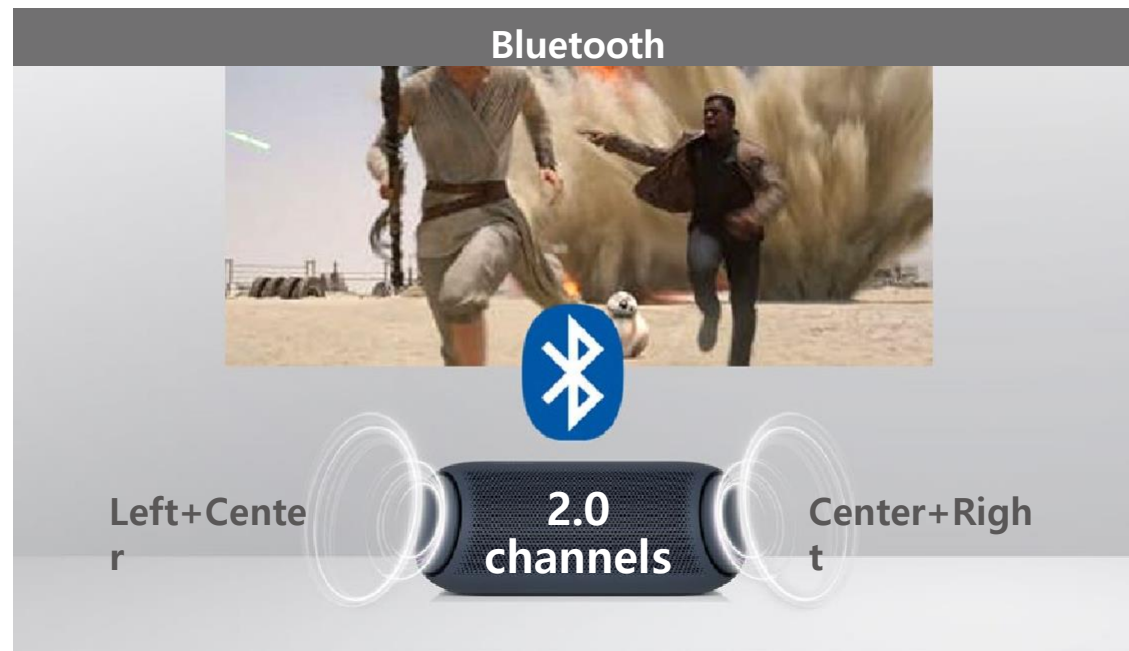
5.1 channels

- Play one BT speaker only
- ※ 2.0 channels (Sound sync from TV speakers is not matched with bluetooth speaker)

- 5.1 channels many speakers connection
- ※ 5.1 channels : USA, Europe, Korea
- ※ 2.0 channels : Other countries
- Uncompressed, up to 24-bit/96kHz hi-res audio supported

*Compatible with WiSA certified speakers, WiSA Tx dongles are provided by speaker manufacturers.
*WiSA certified speakers include high-end speakers such as B&O, Klipsch, Platin and Enclave
*Applied series : All models except HU810PW-EU, HU810PW-NA

AU810P

HIGH-END WIRELESS SPEAKER & AUDIO (WISA) _5.1CH SOUND SYSTEM SETTING CASE

Why WiSA?

With WiSA, 5.1Ch premium sound can be achieved without an AV receiver and complicated HMDI cabling.
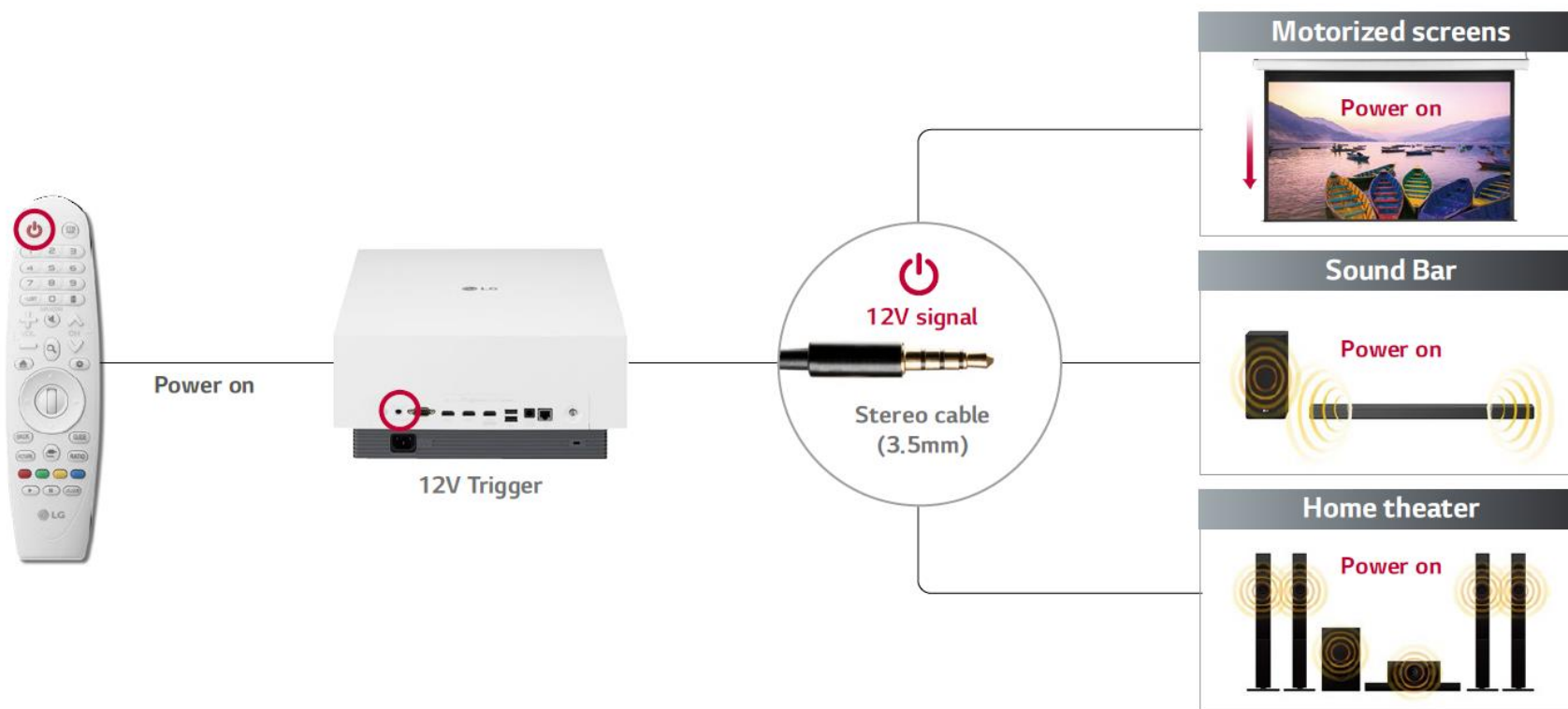
- No cables here and there. No hassles with HDMI cabling to speakers and projector on the ceiling.

- No worry about purchasing compatible AV receiver for multi-channel sound system

When typical speaker used

Place & Plug
AV Receiver ($200 ↑)

HDMI cabling x 6 to speakers

HDMI cabling again into projector on the ceiling

Place speakers x 6

Plug x 6

When WiSA speaker used

Power on

Enjoy
5.1Ch Sound

Plug into projector

※ WiSA Transmitter (USB Dongle)
- Axiim $199 (Volume control function) / Innotek $80
- webOS5.0 supports volume control function, so Innotek dongle is recommended for price

AU810P

12V TRIGGER (TRIGGER OUT)

Using mini jack stereo cable (3.5mm), you can connect your projector to external devices such as motorized screens that support a trigger signal. When on, a 12V signal is sent to the connected device while the projector is powered on, so screen powered on, and then screen come down.
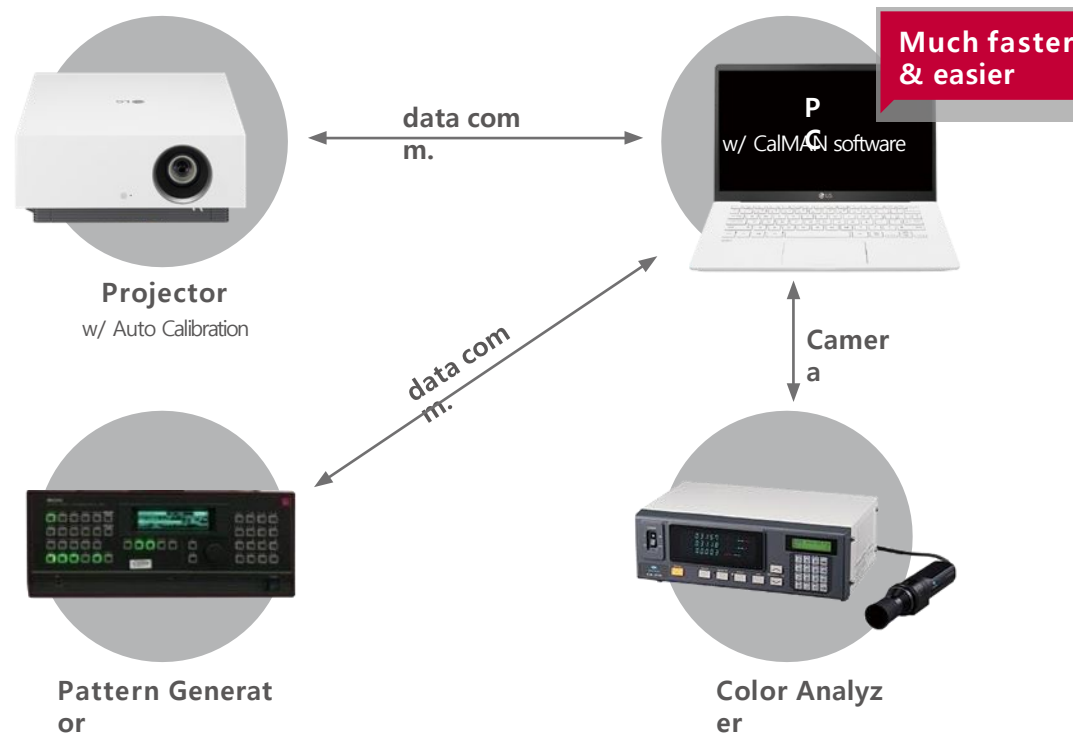

Power on

12V Trigger

12V signal

Stereo cable (3.5mm)

Motorized screens — Power on

Sound Bar — Power on

Home theater — Power on

* Applied series : All models except HU810PW-EU, HU810PW-NA

AU810P

AUTO CALIBRATION (W/CALMAN)

A vital step in projector configuration is calibrating the optimal image contrast, grayscale, and color balance. Due to small picture deviations, differences in screen color and room lightings, and decreased brightness, calibration is crucial for professional projectors. Professional manual calibration requires 3-4 hours, but auto calibration via laptop and software takes only 30 minutes to 1 hour.

Professional Calibration setting example with CalMan SW

Much faster & easier

data comm.

PC
w/ CalMAN software

Projector
w/ Auto Calibration

data comm.

Camera

Pattern Generator

Color Analyzer

SALES SPOTLIGHT

Why Auto Calibration II by CalMan & LG?

Normally manual calibration requires 3~4 hours of setting by professional calibrators -but Auto Calibration with laptop and program connected calibration can be done in 30min ~one hour
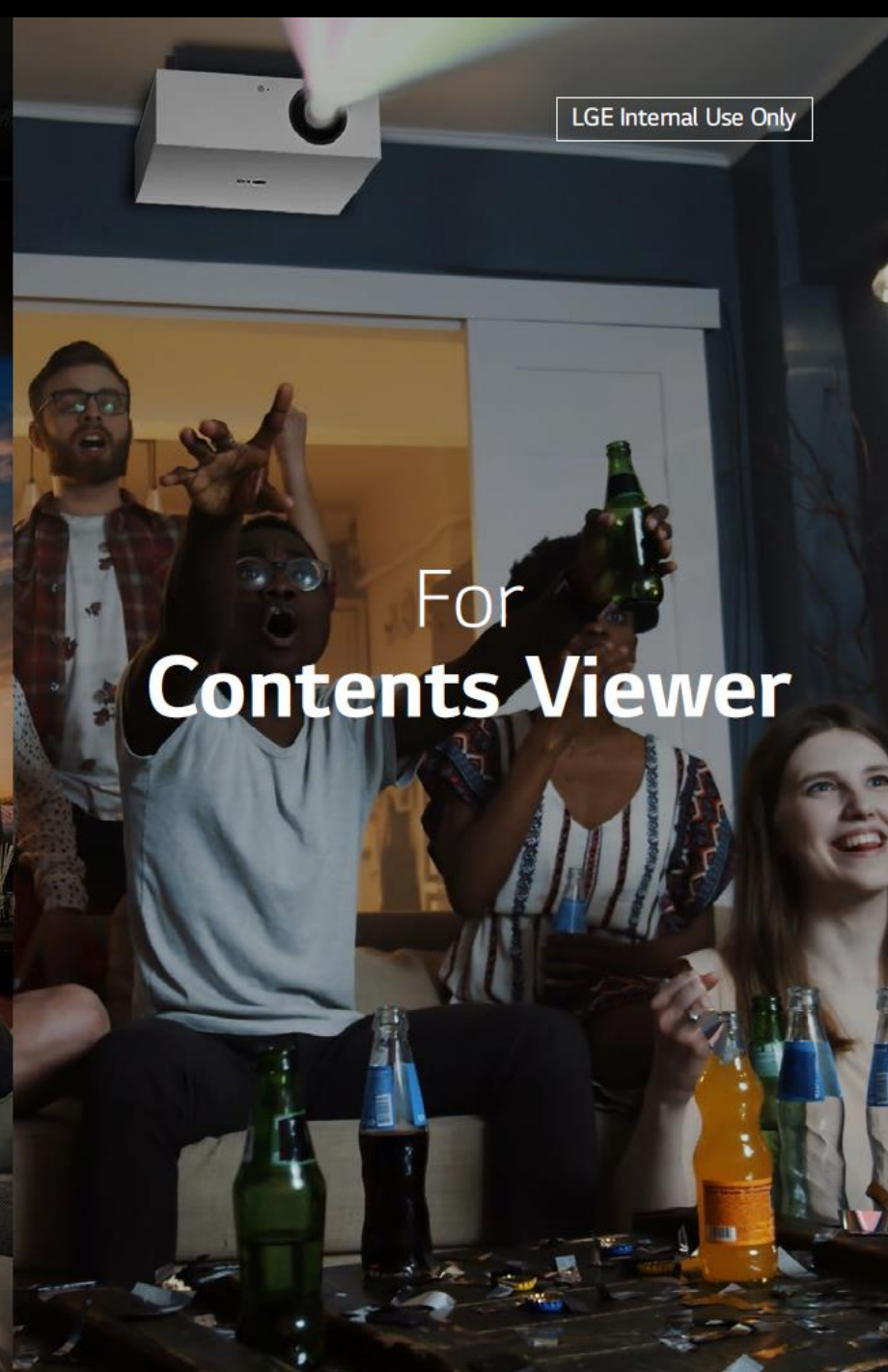
Before

After

* Applied series : All models except HU810PW-EU, HU810PW-NA
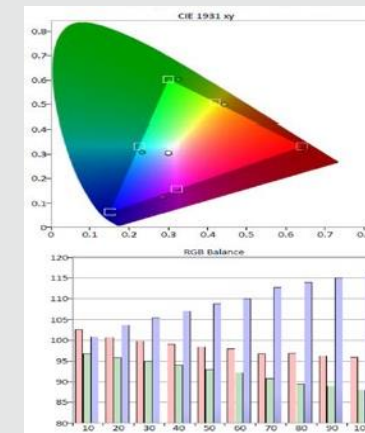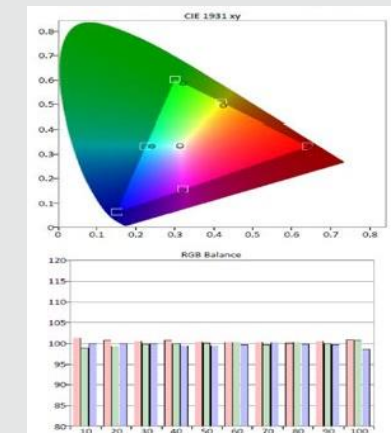
KEY SALES POINT BY **TARGET TYPE**

- Target Definition
- Key Sales Point 3
- Sales Talk

For **Movie Mania**

For **Contents Viewer**

For
MOVIE
MANIA

Satisfy the Movie Mania in you with a high-quality viewing environment, professional audio and picture quality, and functionality specialized for cinema.
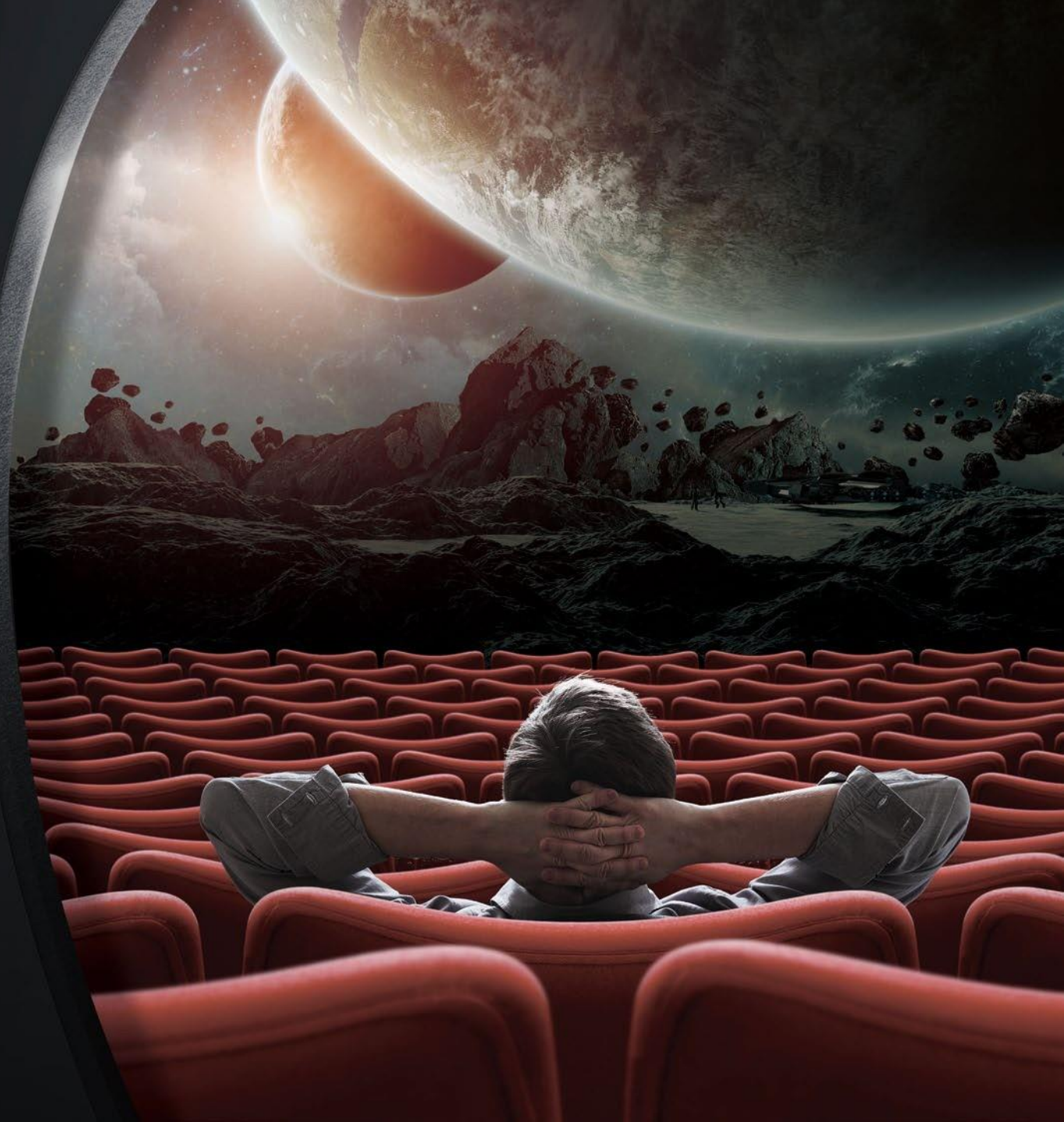
Specialized
Cinematic Functionality

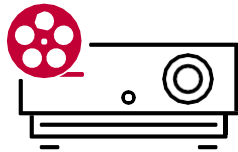**4K** ULTRA HD
Deep Immersion with
High Picture and Audio Quality

Convenient Features for Tailored
Viewing Experience

LG CineBeam Laser 4K HU810PW

Key Sales Point 3

Next-level experience with specialized cinematic functionality

Brightness Optimizer / Dynamic Tone Mapping / Film Maker Mode / Real Cinema Mode

The Brightness Optimizer creates an optimal viewing environment, while Film Maker Mode, Cinema Mode preserve the film's details.

Deep immersion with perfect picture quality and lifelike sound

Real 4K UHD / 6 Step Upscaling / Expert picture control / HGiG / eARC / Dolby Atmos Compatible

Feel vivid movements with detailed control, Dynamic tone mapping, and the 6 step upscaler that converts FHD to 4K, while Dolby Atmos Compatible and eARC provide deep immersion.

Your own movie theater optimized with convenient functions

Lens Shift / Zoom / 12v Trigger / AirPlay / Screen Share / WiSA / 4K Streaming Services

LensShift & Zoom and 12v Trigger enable flexible installation, and wireless connectivity (WISA, Screen Share) and Auto Calibration complete your very own home cinema.

Sales Talk For Movie Mania

Q1
Watch movies in their original form!

Q2
Experience immersive home cinema!

Q3
Recreate the theater experience in today's COVID era!

LG HU810PW lets you enjoy movies the way they were meant to be viewed with FilmMaker mode, Real Cinema mode, and Trumotion.

LG HU810PW provides vivid realism through unrivaled picture quality with Real 4K and HDR, on top of immersive sound with eARC and Dolby Atoms Compatible.

Transport yourself to the movie theater with LG HU810PW. Eliminate complicated connections with Airplay, Screen Share, WiSA, and 4K streaming services! Erase spatial restrictions with Lens Shift & Zoom and 12V Trigger! Create your own personal VIP zone.

For
CONTENTS VIEWER

Freely install your very own home entertainment system without spatial restrictions, and enjoy various contents 24 hours a day in a comfortable viewing environment
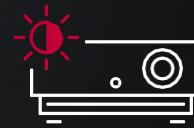
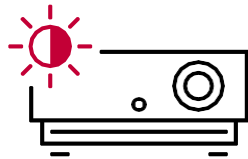Premium home entertainment day and night

Diverse content at your fingertips

Efficient installation without spatial restrictions

LG CineBeam Laser 4K HU810PW
Key Sales Point 3

Enjoy your premium home entertainment day and night

Brightness Optimizer / Real 4K UHD / Long Lasting Light Source

Enjoy content 24 hours a day with the Brightness Optimizer that adapts to the environment and
Long-Lasting Light Source that provides 20,000 hours of life.

Enjoy diverse content with smart features

AirPlay / Screen Share / WiSA / 4K Streaming Services / Auto Calibration

With 4K Streaming and Screen Share, movies, sports, games, and other content are at your fingertips and wireless connectivity WiSA, Auto Calibration convenient and pleasant viewing.
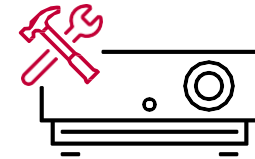
Flexible installation without spatial restrictions

LensShift & Zoom / 12v Trigger

LensShift & Zoom and 12v Trigger enable flexible installation without spatial restrictions.

Sales Talk For Contents Viewer

01
I'm worried about cost due to different viewing times!

With LG HU810P's Best Optimizer feature that recognizes day and night to provide optimal brightness, as well as a light source with 20,000 hours of continuous use, you can always enjoy superior quality without cost worries.

02
Connecting wires and installing devices is so complicated!

With Airplay, Screen Share, WiSA, and 4K Streaming Services, LG HU810P lets you enjoy everything from movies and sports to games without complicated connections.

03
I'm unsure about installation because of my furniture!

LG HU810PW eliminates spatial and structural restrictions with Lens Shift & Zoomand 12V Trigger, creating a home cinema environment optimized just for you.