



LG CineBeam
HU710P

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New CineBeam Highlights

Key Points

Features

LG CineBeam HU710P



Light Source ▪ Hybrid (Laser + LED)

Display ▪ 4K UHD (3840 x 2160)
 ▪ 2000 ANSI Lumens
 ▪ Brightness Optimizer
 ▪ Up to 300-inch Screen Size

**Convenience
& Durability** ▪ Lens Shift & x1.6 Zoom
 ▪ 4/9/15 Point Warping
 ▪ 20,000 Hour-long Life Time

**Wireless
Connection** ▪ webOS 6.0
 ▪ Apple AirPlay 2 & HomeKit
 ▪ Screenshare

“ **The Next-Level Hybrid Projector for Building a High-Quality Home Cinema** ”

- 1 Experience Ultra-Realistic 4K Picture Quality with Laser and LED Hybrid Light Source Projector**
Hybrid Light Source | Real 4K(3840 x 2160) | HDR Dynamic Tone Mapping | Filmmaker Mode | TruMotion Up to 4K

- 2 Get a Brighter Picture with Brightness Optimizer and a Bigger Screen that Adjusts to Fit Any Spaces**
2000 ANSI Lumens Brightness | Brightness Optimizer(IRIS Mode / Adaptive Contrast) | 300-inch Screen Size | Lens Shift & Zoom | 4/9/15 Point Warping

- 3 Broaden Your Entertainment Options with OTT Services and High Connectivity to Mobile Devices**
Smart (webOS 6.0) | Apple AirPlay 2 & HomeKit | Screenshare



Experience Ultra-Realistic 4K Picture Quality with Laser and LED Hybrid Light Source Projector

Hybrid Light Source | Real 4K(3840 x 2160) | HDR Dynamic Tone Mapping | Filmmaker Mode | TruMotion Up to 4K

The HU710P uses a hybrid light source consisting of 1 laser and 2 LED, and boasts a 94% DCI-P3 color gamut, the digital cinema standard.

This realistic color helps replicate the feeling of a real movie theater in your own home cinema.

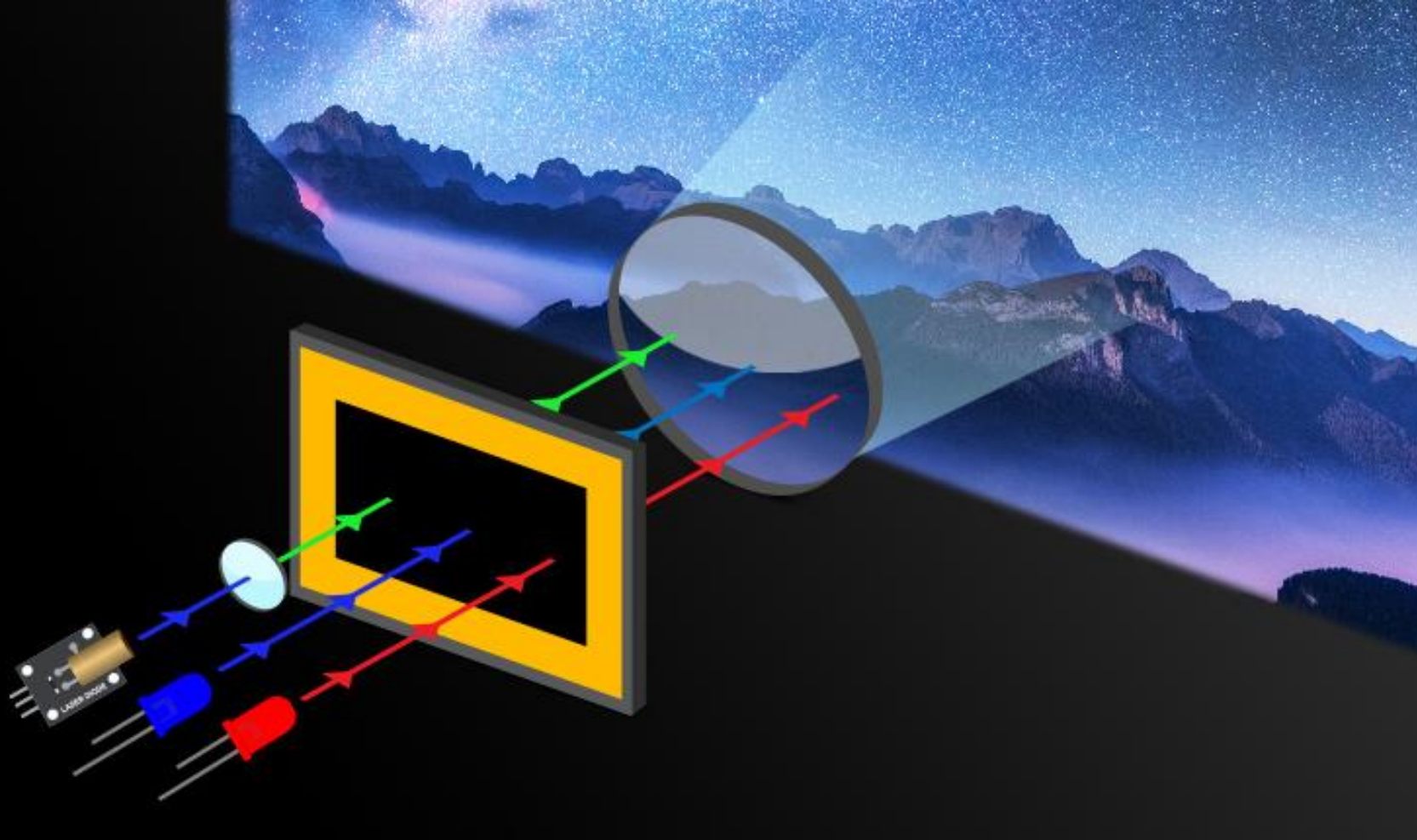
Additionally, the HU710P has a 3840 x 2160 UHD resolution providing a picture that is 4 times more detailed than Full HD resolution for impactful picture quality.

Furthermore, HDR Dynamic Tone Mapping and TruMotion ensure realistic and smooth images for all your favorite fast-paced movie scenes, or you can choose to enjoy content the way the filmmaker intended using Filmmaker Mode.

True Cinema Experience from True Color

Hybrid Light Source

A spectacular home cinema experience is no longer just a dream thanks to the HU710P's vivid color reproduction. With innovative Hybrid Light Source Technology that combines 1 laser and 2 LED light source, the HU710P achieves a brightness of 2000 ANSI lumens and a DCI-P3 94% color gamut for a brighter, richer viewing experience closer to that of a movie theatre. With this improved technology, you can enjoy a higher quality picture than that of previous projectors, for more lifelike images and a totally immersive experience.



Brilliant Home Cinema with Realistic 4K Picture Quality

8.3 Megapixel Real 4K(3840 x 2160)

LG's 4K UHD projector has a 3840 x 2160 resolution with 8.3 million discrete pixels projected with XPR(Expanded Pixel Resolution) video processing. This results in a picture that is 4 times more dense and detailed than Full HD resolution, making for a stronger impact when projected on a large screen.

Full HD(1080P)



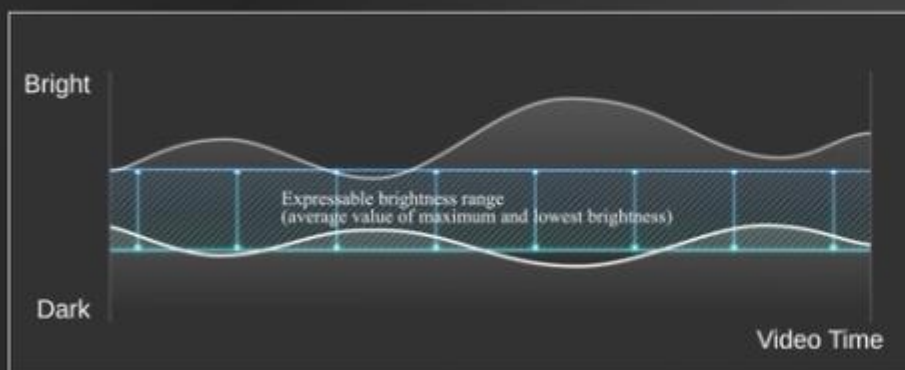
4K UHD(2160P)



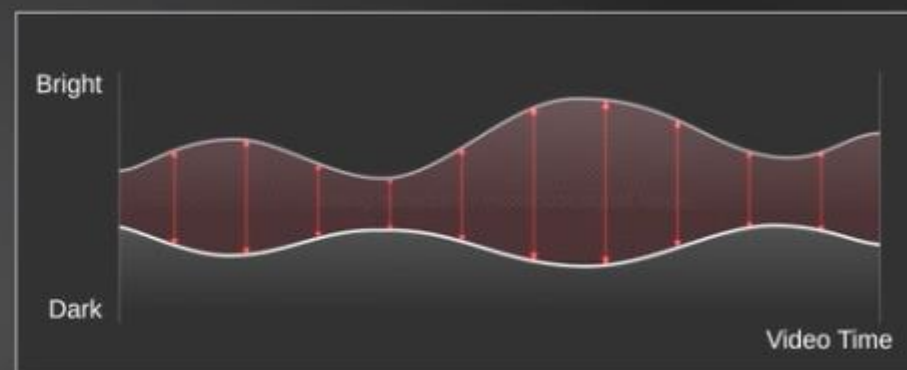
Clearer, More Vivid Cinematic Image Enhancement

HDR Dynamic Tone Mapping (Auto)

HU710P's Auto Dynamic tone mapping technology delivers higher contrast and vivid colors for HDR content. This feature uses a dynamic signal range (frame by frame) instead of using a simple minimum or maximum signal range.



Conventional



LG Dynamic Tone Mapping
(Frame by Frame)

Auto Dynamic tone mapping tech. delivers higher contrast and vivid colors for HDR content.
Using meaningful signal range (frame by frame) instead of using simple minimum or maximum signal range.

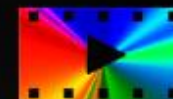
※ It improves quality by making the bright part brighter and the dark part darker while using the dark side details.

* HDR10 / HLG / HGIG

Watch Original Content The Way The Maker Intended

Filmmaker Mode

Filmmaker Mode is the picture mode specifically for content appreciation as proposed by filmmakers. It turns off motion smoothing and other video processing to approximate what the creator sees in the final grading suite. This mode can faithfully and accurately deliver the creators' intent, allowing you to fully enjoy the quality and mood of the original content.

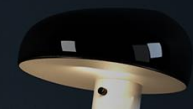
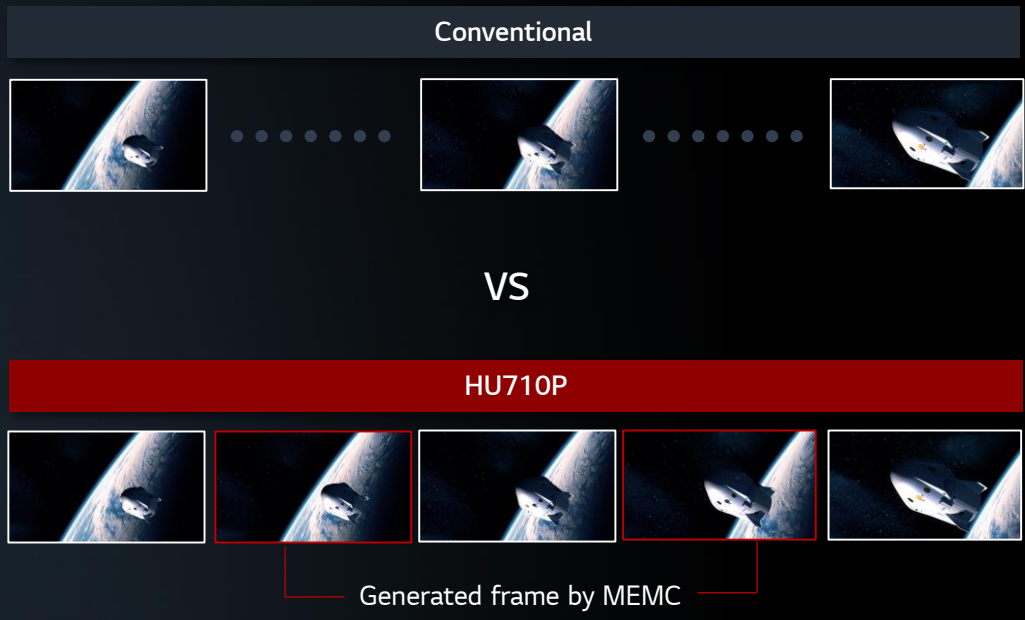


FILMMAKER MODE™

Smoother, Sharper Action

TruMotion Up to 4K

Thanks to HU710P's motion estimation/motion compensation(MEMC) technology, fast-moving content appears smooth and fluid. Smooth, sharp images are achieved by inserting multiple frames between the original ones, so you can enjoy fast-paced movies and games that are brighter and more vivid under any viewing conditions.



Get a Brighter Picture with Brightness Optimizer and a Bigger Screen that Adjusts to Fit Any Spaces

2000 ANSI Lumens Brightness | Brightness Optimizer(IRIS Mode / Adaptive Contrast)
| 300-inch Screen Size | Lens Shift & Zoom | 4/9/15 Point Warping

The HU710P boasts a 300-inch screen size and brightness of 2000 ANSI lumens, allowing for incredible detail to give you a more immersive visual experience comparable to that of a cinema. In addition, Brightness Optimizer further enhances the contrast ratio through iris size adjustment (IRIS Mode) and uses the Adaptive Contrast function to provide an optimized viewing experience regardless of users' lighting conditions. Furthermore, the HU710P's simple adjustability with Lens Shift, Zoom and 4/9/15 Point Warping allow you to easily customize your own high-quality home cinema.

Immersive Cinema Experience with Adjustable Brightness

IRIS Mode

Users can change the IRIS Mode on the HU710P to best fit the lighting conditions of the viewing environment. Dark Room(Standard) Mode is recommended for optimized images with balanced brightness and black level, while Bright Room Mode is recommended for viewing in brighter environments with the projector's iris fully open.



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

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



Vivid and Crisp Images with Brilliant Contrast

Adaptive Contrast

This feature gives your images more depth by adaptively adjusting the light source output in order to create a high contrast ratio. Bright scenes appear brighter, while dark scenes remain detailed with deep blacks and shading details.



Adaptive Contrast



Adaptive Contrast



Adjust Screen Size to Fit Your Space

Lens Shift & Zoom

The HU710P is convenient to place or install wherever you want, ensuring the best fit for any environment. The lens shift function allows you to adjust the position of the screen by 24% horizontally and 60% vertically, eliminating screen restrictions due to wall height or location. Also, with the 1.6 zoom function you can increase the screen size to fit any space you're in.

Lens Shift

Advanced Zoom



Perfect Screen Alignment

4/9/15 Point Warping

The HU710P provides Point Warping for easy horizontal and vertical alignment. This allows for screen adjustability using 15 points to ensure the projected image can be viewed without distortion and in the correct proportions no matter what angle it is projected from.

15-Point Adjustment



Broaden Your Entertainment Options with OTT Services and High Connectivity to Mobile Devices

Smart (webOS) | Apple AirPlay 2 & HomeKit | Screenshare

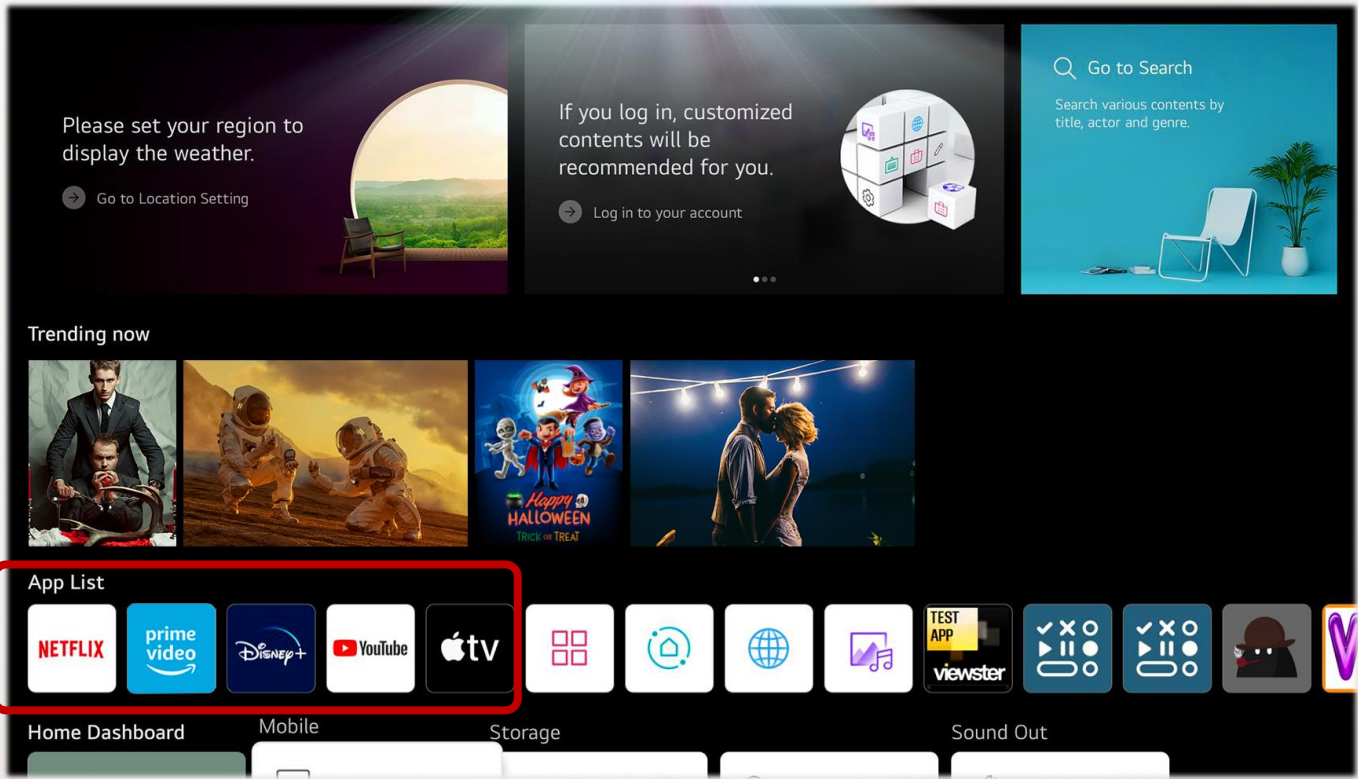
With the HU710P, all you need is an internet connection to enjoy your favorite content quickly and comfortably. Stream 4K video from Netflix, Amazon Prime Video, Disney+, YouTube, and Apple TV via applications available on webOS 6.0. Additionally, by connecting the HU710P with Airplay 2 and Screenshare, you can stream, mirror, control, and share your favorite content from your smartphone directly to your projector. The HU710P also works with Apple HomeKit so that you can easily manage your home cinema via your Apple devices.

A Smarter Way to Find Your Next Favorite

Smart (webOS)

LG's exclusive Smart TV platform, webOS 6.0, is simple to set up and makes it easier than ever to find great content on Netflix, Amazon Prime Video, Disney+, YouTube, and Apple TV. Finding your next favorite show or movie is easier than ever.

Supported Apps

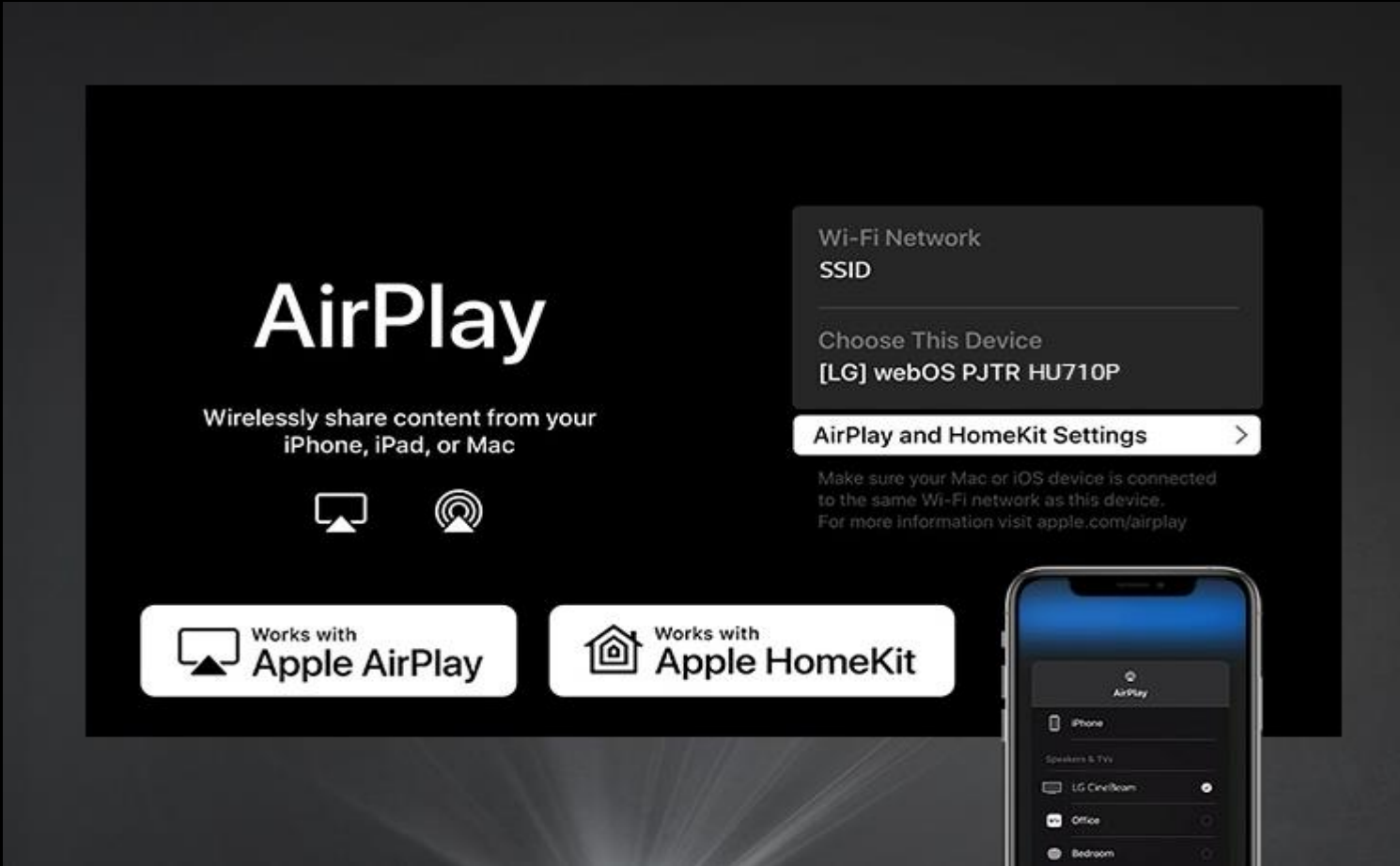


* Internet connection and subscription to streaming services are required.
* Supported services may differ by country.

More Convenient with Apple Connection

AirPlay 2

LG CineBeam provides AirPlay 2 capability without the need to buy an Apple TV. The HU710P is certified AirPlay 2 compatible, so you can easily connect your phone and operate the projector wirelessly. AirPlay is a casting software that lets you mirror or stream content wirelessly from iOS and macOS devices to your projector. Now, you can enjoy everything you watch on the big screen.

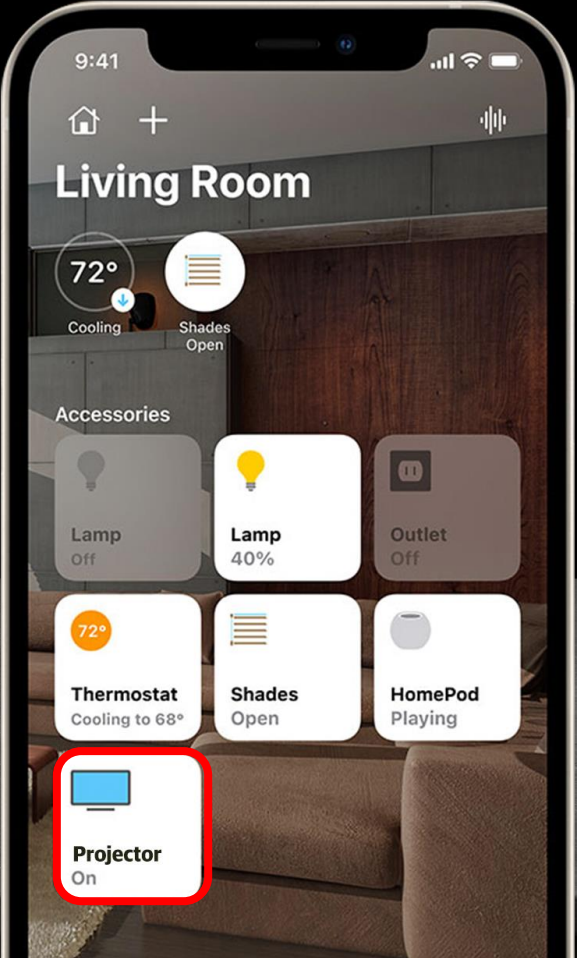


* Your Apple device must be connected to the same Wi-Fi network as your projector.
* Apple, the Apple logo, AirPlay, Apple TV, and HomeKit are trademarks of Apple Inc., registered in the U.S. and other countries.
* This LG CineBeam supports AirPlay 2 and requires iOS 12.3 or later or macOS 10.14.5 or later for use.

A Smarter Connection to Your Home

Apple HomeKit

The HU710P works with the Home app, so you can easily and securely control your projector from all your Apple devices. The Home app ensures that all of your connected devices in your home work smarter for you.



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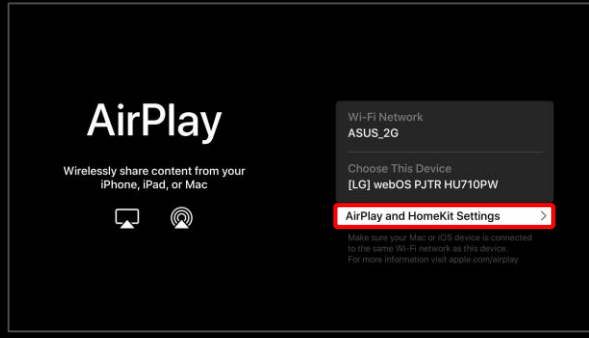
Setup Guide for Apple HomeKit



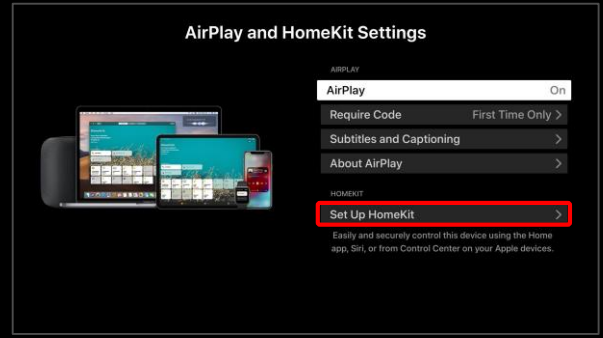
1-1. In Home Dashboard, click "AirPlay."



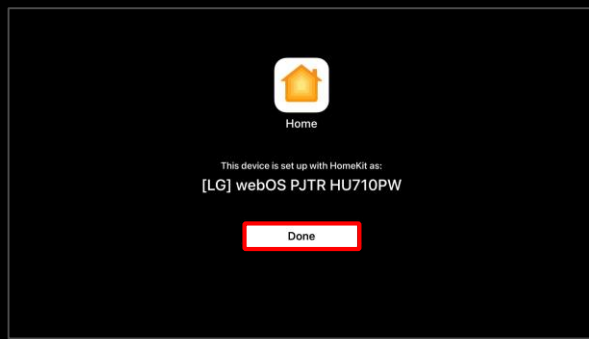
1-2. On Explore Page, click "AirPlay."



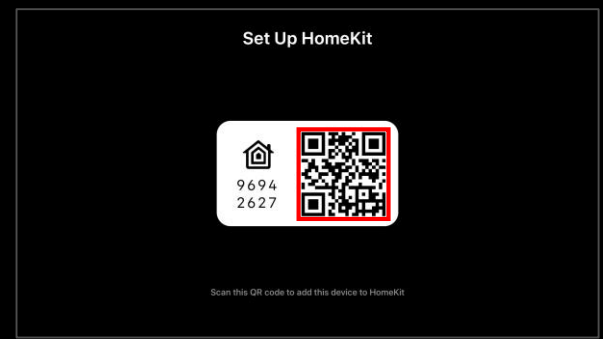
2. Click "AirPlay and HomeKit Settings."



3. Click "Set up HomeKit."



5. Complete HomeKit setup on the HU710P.



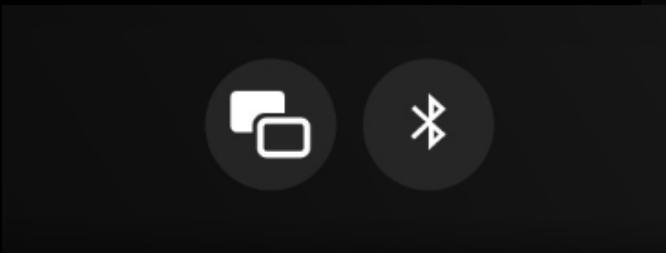
4. Scan the QR code using your iPhone.

* Your Apple device must be connected to the same Wi-Fi network as your projector.
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Screen Share + Bluetooth

Intelligent wireless connection

You can conveniently share the content and sound using wireless mirroring (Screen Share) and Bluetooth pairing.



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