

# Hands-on With The Premiere: Transform Your Home Into a Cinema



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As the home environment has evolved and grown in significance for consumers, so, too, has the demand for a more varied range of content consumption options – and formats – continued to rise. The Premiere is Samsung's latest solution for those seeking the ultimate in in-home cinema experiences, as it is a lifestyle projector that offers whatever viewers might want in terms of size, screen quality and mobility.

Not only does The Premiere bring a maximum screen size of 130 inches to life wherever you may want it, it is simple and easy to install so that you can create a small cinema of your own anywhere in your home. Samsung Newsroom tried out The Premiere to experience how the projector brings the home cinema experience to life.

As The Premiere is entirely white, it is able to fit in smoothly with any interior design aesthetic. Furthermore, its rounded edge is accentuated with a Kvadrat fabric finish to evoke cozy and modern simplicity.

When you think of installing projectors, the first thing that might come to your mind is a myriad of cables, fixtures and other components. However, The Premiere's installation is as simple as plugging in its power cable and connecting it to a wireless network, meaning that even the least tech-savvy of users can set up the projector with ease and start using it quickly and seamlessly.

What makes this easy installation possible is the way in which The Premiere has been designed to project. Compared to conventional projectors which require up to 3 or 4m of distance from the wall in order to provide big-screen

projections, The Premiere is an ultra-short throw projector capable of creating a screen size of 100 inches when placed between 11.3cm and 30.3cm away from the wall.<sup>1</sup> To put it simply, there is no need to rearrange your interior design in order to install your new projector – The Premiere necessitates just some simple organization to accommodate its easy installation. Furthermore, The Premiere possesses a compact size that means users can easily install and rearrange the projector on their own.

The Premiere is available in two models – a Triple Laser-enabled model (LSP9T) and a Single Laser-enabled model (LSP7T). Samsung Newsroom tried out the Triple Laser model that features an RGB of red, green and blue colors as its laser source.

The Premiere elevates the color display of its projection to 147% of the DCI-P32 color gamut – capable of bringing a sunset shot, for example, to life. Users can enjoy truly authentic renderings of the unique colors and vibrant tones of all their favorite iconic scenic shots.

In order to allow users to enjoy the screen during daytime conditions, The Premiere features high brightness and contrast ratio levels. The projector tops out at 2,800 ANSI lumens<sup>3</sup> of brightness, the equivalent brightness of 2,800 candles. On top of that, as The Premiere's 2,000,000:1 contrast range delivers all the most subtle contrast differences, users can enjoy a cinema-like experience wherever they want.

So what about The Premiere's screen size, one of its unique features? The Triple Laser-enabled model allows you to enjoy a screen of up to 130 inches in size when the projector is placed 23.8cm away from the wall. Regardless of where a user is seated, the 4K screen is capable of showcasing content in all its glory at any angle, meaning that friends and family alike can benefit from the experience.

As virtual concerts become more and more accessible these days, users have many ways to connect with their favorite artists while at home. The Premiere is capable of bringing an

immersive concert experience right to you in your living room as it is equipped with 40W of premium speakers and woofers built directly into the projector and enhanced with Acoustic Beam technology to maximize sound from all angles. As the sound is emitted from 44 sound holes on both sides of the projector, there is no need to install extra speakers as the sound permeates the entire room to provide you with a captivating audio experience.

The Premiere provides users with a full smart TV experience through access to all kinds of content when connected to the Internet. Once you've connected to a wireless network and entered the Menu, a range of content from providers such as Netflix, YouTube and Amazon Prime Video are available – and you can even search for the content you want to watch using voice recognition.

The Premiere also supports Tap View to allow you to share what you are viewing on your smartphone<sup>4</sup> onto its bigger screen. By gently touching the side of The Premiere with your smartphone, the content playing will be mirrored automatically onto The Premiere's screen. If you're looking to quickly showcase pictures or videos you've taken to family and friends on a bigger screen, this feature can come in particularly useful.

The experiences recounted above are just the beginning of all the different ways you can enjoy The Premiere. Users can enjoy the ultimate in gaming experiences thanks to its high-quality screen and exceptional sound. The Premiere comes with three HDMI ports and one USB port to enable seamless connection to a gaming console.

As an easy-to-install projector with a maximum 130 inch-screen size and vibrant color, The Premiere breaks down any stereotypes about projectors. If you're looking for a television that offers space-saving efficiency and the ultimate in immersive viewing experiences provided by ultra-high definition screen quality, large screen size and exceptional sound, The Premiere is the right choice for you.

\* The images shown in this article are simulated.

1 In order to create a projection screen size of 100 inches, The Premiere LSP9T model needs to be 11.3cm away from the wall and The Premiere LSP7T needs to be 30.3cm away.

3 The level of brightness based on American National Standards Institute (ANSI)'s standard for expressing the brightness of how a projector projects.

4 Available for Galaxy smartphones with Android 8.1 or above. Feature is operational when both the mobile device and The Premiere are switched on.

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