

ViewSonic introduces iF Design award-winning portable LED projector

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The ViewSonic M1 Ultra-Portable Cinema LED projector delivers a convenient viewing experience with a compact and intuitive design for entertainment.

LONDON, UK: ViewSonic (<https://www.viewsonic.com/uk/>) Corp., a leading global provider of visual solution products, introduces the M1 short throw LED ultra-portable projector, winner of the iF Design Award 2018, one of the most renowned awards in the world of design. The ViewSonic M1 delivers vivid and immersive viewing performance for all entertainment types in a stylish, intuitive design.

“With the M1, ViewSonic is adding an excellent portable projector solution for users,” said Luke Chen, Business Line Manager for ViewSonic Europe. “We are seeing internet video traffic is growing more rapidly than all other consumer internet traffic. To give our customers access to a convenient big screen viewing experience anytime, anywhere, we are launching our new ultra-portable projector that enables you to share content, whether for work or play, on a high quality portable projector.”

Wrapped in a chic, open weave acoustic fabric, the M1 is sophisticatedly designed for a higher level of portable cinema. The integrated smart stand provides a straightforward setup and 360-degree rotation capabilities, making it easy to project onto any wall or ceiling and removing the need for height adjustment. The projector stand also doubles as a lens cover when not in use; when the lens is uncovered, the M1 automatically powers on with full brightness for instant use. ViewSonic has carefully considered user safety as well with the M1’s Eye Protection feature, which automatically turns off the projection beam when objects are detected too close to the lens.

The ViewSonic M1 portable cinema provides convenient entertainment and content delivery in just about any room or environment. Integrated with dual harman/kardon speakers, the M1 delivers clear, rich, room-filling sound for you and your guests to enjoy when watching movies or listening to music. Connectivity options on the M1 are versatile and include USB Type C, USB 2.0, HDMI, Audio Out and a MicroSD card reader, resulting in an excellent device for sharing and viewing a variety of different multimedia content.

The ViewSonic M1 weighs in at less than a kilogramme and its compact design makes it easy to carry with you from room-to-room or on-the-go. The portable projector’s built-in battery provides up to six hours* of power and LED technology offers up to 30,000* hours of usage. Moreover, the M1 has been designed with a short throw ratio that allows for 100-inch images from a distance of just 2.6 meters from the projection surface, making it an ideal choice for projecting large images in small spaces.

The ViewSonic M1 will be available in April 2018.

For more information please visit [ViewSonic.com \(https://www.viewsonic.com/uk/\)](https://www.viewsonic.com/uk/)

*Battery & light source life may vary.

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About ViewSonic

Founded in California in 1987 and celebrating its 31st anniversary, ViewSonic (<https://www.viewsonic.com/uk/>) is a leading global provider of visual solution products. As an innovator and visionary, ViewSonic keeps the world connected with a portfolio of professional level visual solutions that enhance the way we compute, collaborate, communicate and connect. Our products include LED monitors, interactive commercial displays, touch displays, projectors, and smart displays. To find out more about ViewSonic, visit [viewsonic.com](https://www.viewsonic.com/uk/). (<https://www.viewsonic.com/uk/>)

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