

Hisense TV Technologies Set to Transform the Viewing Experience in 2017

Hisense's new lineup features improved ULED technology and a massive 85" screen!

At the annual Consumer Electronics Show (CES) in Las Vegas, Hisense today unveiled an exciting range of display innovations that will be making their way to the Australian market in 2017, including the company's new flagship Hisense 4K ULED TV Series 9.

Building on the company's breakthrough success and expanding Australian presence in 2016, Hisense continues to transform the viewing experience through its commitment to top-of-the-line TV technology and design.

"Pushing the boundaries of technology and design, we continually strive to provide the most outstanding customer experience with our most advanced achievements to date." said Andre Iannuzzi, Head of Marketing at Hisense Australia. "2016 saw Hisense in Australia reach unprecedented growth, 2017 is shaping up to be another exciting year for us, and we can't wait to show Australians what we have on offer."

Bigger is Better

Hisense is bringing its award-winning ULED technology to larger screen sizes than ever before, with two additional product ranges set to feature the technology in huge displays of up to 85-inches.

Awarded 20 patents, Hisense's ULED technology is up to three times brighter than OLED, with better dynamic range and perception of black and white, enhancing color, contrast, black level, brightness and smooth motion with a combination of advanced hardware and software.

Speaking on the allure of ULED technology, Mr. Iannuzzi said, "With our 4K ULED TVs being a showcase for UHD technology, we wanted to make sure it wasn't just a matter of having more pixels but better quality pixels so picture quality can be the best it can be."

Upon release, the highly anticipated 4K ULED TV Series 9 will be the largest ULED TV series in Australia, and be available in massive 75-inch and 85-inch models.

Comprising signature ULED features such as Wide Color Gamut, Ultra Smooth Motion Rate and 4K upscaling, the 4K ULED TV Series 9 has also been UHD Premium certified which will ensure the flagship range conforms to the highest premium industry standard, creating a more immersive and authentic home viewing and listening experience.

Smarter than Ever

Hisense recognises that without easy access to content, picture quality is irrelevant. The newly redesigned Hisense Smart TV platform, VIDAA U, offers quick, customisable and easy one-touch access to all of the content consumers want, and the ability to add all your favourite apps, like Netflix and Stan directly to your home screen.

All unnecessary complexities have been removed to deliver an entirely new streamlined and easy to use interface, with start up times being drastically reduced to just 2 seconds for Apps, and only 3 seconds for the VIDAA U platform itself.

Pricing and Availability

Availability, pricing and specifications for Australia have yet to be determined. More information will be provided as it becomes available.

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Find Hisense Australia at the following social media sites:

Twitter: www.twitter.com/HisensAUS

Facebook: www.facebook.com/HisenseAU

Instagram: www.instagram.com/HisenseAU

About Hisense Australia Pty Ltd

Hisense is a global television and refrigeration manufacturer active in more than 130 countries worldwide. More than 40 million people buy and enjoy Hisense products globally every year. Since arriving in Australia in 2006, Hisense has grown to be one of the fastest emerging TV and Home Appliance brands in Australia, distributed through more than 1,000 leading retail stores nationally. Hisense Australia Pty Ltd was established in 2006 as an Australian subsidiary of Hisense Company Ltd and is based in Melbourne.

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