



The entertainment you love. With a little help from Google. Google TV brings together movies, shows, live TV and more from across your apps and subscriptions and organizes them just for you. Discover new things to watch with recommendations based on what you watch and what interests you, from across your subscriptions and content available to you. Ask Google to find movies and shows, answer questions, control smart home devices, and more, with your voice. And with the Google TV app you can watch anywhere, anytime.

ULED™ 4K

Hisense's proprietary ULED technologies boost color, contrast, brightness, and motion. This suite of patented hardware and software technologies delivers an engaging and completely unique picture that can only be delivered by Hisense.

Mini-LED with Hi-View Local Dimming

Mini-LED is the latest breakthrough in backlighting technology. By utilizing LED's that are significantly smaller than traditional LED's we are able to use many more LED's to create a bright image that distributes the light more evenly for a uniform image across the screen. In addition, because of the large number of Mini LED's, we are able to employ advanced Hi-View local dimming technology to precisely adjust the LED's brightness in both dark and bright areas of the picture creating greatly improved contrast and producing an unmatched viewing experience in all room environments.

Quantum Dot Wide Color Gamut

Quantum Dot produces purer, richer, more brilliant and accurate colors than a regular LED TV. Creating over a billion color combinations bring vibrant images to life in a way non-QLED TVs can't.

Dolby Vision® • Dolby Atmos®

Dolby Vision HDR * picture and Dolby Atmos sound are cinema technology for your home. They provide amazing realism you can see and hear in every scene.

FilmMaker Mode

By disabling all post-processing (e.g. motion smoothing) and preserving the correct aspect ratios, colors and frame rates, FilmMaker Mode enables your TV to display the movie or television show's content precisely as it was intended by the filmmaker.

Smooth Motion and 144Hz Native refresh rate

Smooth Motion removes the digital 'noise' that can affect moving objects. The TV's native 144Hz refresh rate is the foundation for its 480 motion rate. These technologies work in concert to make fast-action scenes to ensure moving objects have minimal blurring.

*Google Assistant-compatible products required to use voice commands

*HDR viewing experience will vary by model, content availability and internet connection.

MINI-LED ULED 4K

The Hisense U7 series is packed with features for movie, sports, and gaming enthusiasts alike. Getting a major upgrade in 2023 by adding Mini-LED and more than doubling the local dimming zones, Peak Brightness up to 1000, along with Quantum Dot Color and Dolby Vision / Dolby Atmos, the U7 delivers unmatched performance. Upgrading to a 144Hz variable refresh rate panel, with Dolby Vision Gaming, AMD Freesync Premium Pro and 2.1 channel audio maximizes the gaming experience. In addition, Hisense's ULED™ technology improves picture depth, clarity, color accuracy, and motion delivering a unique experience only found in Hisense ULED television sets. And, Google TV with Hands-Free Voice Control, makes searching and playing your favorite content simple and seamless. Add in leading-edge features like a NEXTGEN TV ATSC 3.0 tuner and WiFi 6E compatibility and the U7 is virtually future-proof.

144Hz Game Mode Pro

All the most advanced gaming tech, all in this TV. HDMI 2.1 inputs recognize gaming sequences to automatically adjust settings for smooth, uninterrupted play. The automatic low-latency mode (ALLM), 144Hz variable refresh rate (VRR) minimize input lag, screen jitter, and frame tearing.

Dolby Vision Gaming

This television can support Dolby Vision for gaming at 4k 144Hz.

Voice Remote

The voice remote control makes controlling your TV easier. Open apps, turn the volume up or down and search for your favorite shows. And if the actual remote goes missing, use the buttons on the TV to activate 'Find My Remote'.

Hands-Free Voice Control

Put down the remote. Change the channel, find the latest movie, stream your favorite video, and more with just your voice. The quicker, easier way to find whatever you want to watch.

Google Assistant

The Google Assistant* is built into Google TV. Tell it to turn on the lights, change the thermostat, add stuff to your grocery list, or just play that video of your friend falling over for the millionth time. And with universal search, you can even get recommendations with Google TV.

Works with Alexa

This television works with Alexa through any of your Alexa-enabled devices. Just ask Alexa to switch the TV on or off, change channels and lots more.

Bluetooth® Connectivity

Wirelessly connect Bluetooth-compatible soundbars, headphones or stereo components to your TV. This quick and convenient connection eliminates unwanted and unsightly cords while providing a secure connection to your audio source.

Metal Stand, Bezel-less design

A bezel-less design gives this television a sleek aesthetic that won't 'overpower' the room with an unnecessarily large frame and the two-position stand available on select sizes provides versatility for placement

TECHNICAL SPECIFICATIONS

DIMENSIONS/WEIGHT	
TV Dimensions (without the stand)	48.4 × 28.2 × 3.1 inches
(with the stand)	48.4 × 30.6 × 12.3 inches
TV Stand Width	39.5 × 12.3 inches
TV Weight (without the stand)	30.6lbs
(with the stand)	31.7lbs
Carton Dimensions (WxHxD)	54.6 × 33.0 × 6.0 inches
Shipping Weight	45.0lbs
DISPLAY	
Actual Screen Size (Diagonal)	54.5"
Screen Class	55"
Screen Type	Mini-LED backlight LCD TV
TYPE OF TV	
Smart TV	Yes, Google TV
App Store	Yes (Google Play store)
PICTURE QUALITY	
Response Time (ms)	6ms
Screen Resolution	3840*2160
Native Refresh Rate	144Hz
Local Dimming	Yes
Peak Brightness	1000nits
Wide Color Gamut	Yes
Motion Rate	480
Aspect Ratio	16:9
HDR*	Yes (Dolby Vision/HDR10/HDR10+/HLG)
Color Depth	1.07G/(8bit + FRC)
Backlight Type Source	FULL ARRAY
AUDIO	
Audio Output Power (Watts)	40W
Dolby Atmos	Yes
IMAX Enhanced	Yes
LANGUAGES	
On-screen Display	Eng/Fre/Spa
POWER	
Power Consumption	170W
Standby Consumption	<0.5W
Power Supply (Voltage/Hz)	AC 120V,50/60Hz
CONNECTIVITY	
Wi-Fi Built In	WiFi 6E (802.11 ax) 2.4/5G/6G
Bluetooth®	Yes (BT 5.2)
PORTS	
HDMI	4 (2 ports up to 4K@144Hz)
HDMI eARC & CEC	Yes
Ethernet (LAN)	Yes

USB	1 × USB 3.0 + 1 × USB 2.0
RF Antenna	1
RCA Composite Video Input	No
L/R Audio Input for Composite	1
Digital Audio Output	1 Optical
Earphone/Audio Output	1

OTHER FEATURES	
ATSC3.0	Yes
Noise Reduction	Digital Noise Reduction
Closed Caption	Yes
MEMC	Yes
4K Upscale	Yes
ALLM	Yes
VRR	Yes(48-144Hz)
FreeSync Premium Pro	Yes
Dolby Vision Gaming	Yes
Room Audio Correction	Yes
Google Assistant	Yes
Alexa	Yes
Airplay	Yes
Chromecast	Yes
Web Browser	Yes (Google Play store)
Hands Free Voice Control	Yes
Remote Finder	Yes

WALL MOUNT	
VESA	VESA Standard (400*200)

ACCESSORIES	
Remote	1 (Voice Remote)
Quick Start Guide and/or User Manual	English/Spanish/French
Power Cable	1

WARRANTY/UPC	
Warranty	3 years
UPC Code	888143015972

*HDR viewing experience will vary by model, content availability and internet connection.

*Dimensions are subject to normal manufacturing and testing tolerance

All product, product specifications, and data are subject to change without notice to improve reliability, function, design or otherwise. ©2020 Hisense USA, All rights reserved

Hisense USA Corporation
7310 McGinnis Ferry Road, Suwanee, GA, 30024 1-888-935-8880
www.hisense-usa.com