

## Hisense Displays New Product Lineup at CES 2023, Featuring ULED Mini LED TVs, Laser TVs, Laser Cinemas, An Upgraded Kitchen Suite and B2B Product Line

See the Full Display January 5-8, 2023, in the LVCC, [Central Hall - Booth 16659](#)

**LAS VEGAS - (Jan. 4, 2023)** - [Hisense](#), a rapidly growing international consumer electronics and home appliance brand, will feature its 2023 lineup featuring new Laser TV and Laser Cinema options, a new kitchen suite, a connected life exhibit and more, on the Central Hall Show Floor of CES 2023. With its commitment to cutting-edge technology, Hisense has earned a reputation for quality and high-end technology across the globe. From televisions, to appliances like refrigerators, dishwashers, and ranges, to B2B technologies, Hisense provides its customers with a variety of options that bring their daily activities to life, delivering premium quality and best-in-class price points.

### **US ULED Lineup:**

This year, Hisense is taking its commitment to making premium technology accessible even further with Mini LED options for every budget. Upgrading last year's ULED series, the 2023 U8K, U7K, and U6K will be on display showcasing Mini LED capabilities in each model along with even more premium upgrades than ever before.

#### **U8K Series (US)**

The U8K features more local dimming zones, higher peak brightness, a larger refresh rate for better gaming experiences, and picture upgrades like IMAX enhanced, Filmmaker Mode, Dolby Vision IQ, Dolby IQ™, Dolby Dark Detail and HDR10+ to elevate the home viewing experience.

#### **U7K Series (US)**

The U7K brings next-level gaming upgrades along with the addition of ULED Mini LED and screen sizes reaching up to 85-inches. It also features Dolby Vision, Quantum Dot, IMAX Enhanced, and Filmmaker Mode to enhance picture quality, as well as big gaming features like a larger refresh rate, VRR, ALLM, Game Mode Pro, and Free Sync Premium.

#### **U6K Series (US)**

The U6K features ULED Mini-LED technology, Quantum Dot, more local dimming zones, higher peak brightness, and Google TV.

#### **ULED X**

Apart from the standard ULED lineup, the all-new 110" ULED X is equipped with the highest quality viewing technologies, including Mini LED backlight, over 10,000 LEDs to achieve peak brightness up to 2500 nits and unmatched HDR image quality performance.

#### **Laser TV & Cinema Lineup:**

Hisense's 2023 Laser TVs elevate the viewing experience with new high-gain ALR screens to enhance brightness for a sharper picture, a built-in TV tuner, Google TV upgrade and premium audio quality and features. The new Laser Cinema category brings the cinema home with new upgrades, bigger sizes, and more flexibility.

#### **L9H TriChroma Laser TV (US)**

The L9H features the same TriChroma laser engine, and is enhanced through Dolby Vision to deliver more color contrast and detail to the big screen. New upgrades include Google TV, ATSC 3.0, WIFI 6E, Airplay 2, and the long awaited Netflix inclusion.

#### **L5H 4K Smart Laser TV (U)**

The new L5H delivers upgrades including a new design and OS upgrade, Google TV, Netflix, ATSC 3.0, Airplay 2, WIFI 6E, and Dolby Vision. The addition of a 100" and 120" high-gain ALR screen designed to operate in all lighting conditions - including broad daylight ensures L5H provides an optimal television experience in any room.

#### **L6K Laser TV**

The Hisense 88L6K TriChroma Laser TV uses ultra-high color space, front firing speakers, and an independent loudspeaker chamber to create an immersive audio and visual experience in one go.

#### **8K Laser TV**

As the first 8K Laser TV introduced in the world, Hisense's flagship 8K Laser TV 120LX offers the highest standard experience with luxury visual and audio experiences. This limited edition product integrates the most advanced laser TV technology, including a triple color laser light source, Dolby Atmos, DTS Virtual:X Audio Technology, IMAX Enhanced certifications, and more.

#### **PL1 Laser Cinema (US)**

New to the Laser lineup, the PL1 utilizes X-Fusion™ Blue Laser Light Source and Phosphor Color Filter laser engine to create sharp 4K images and offers versatile projection options with a powered focus to users looking for a flexible laser solution.

#### **PX2-PRO TriChroma Laser Cinema (US)**

The PX2-PRO TriChroma Laser Cinema brings increased color accuracy, vivid imagery, and versatility with enhancements including HDR10 and Dolby Vision to ensure clarity and

projection even further. With the addition of Google TV, ultra-high speed HDMI ports and Airplay 2, the PX2-PRO offers an incredible range of content and streaming options.

### **Smart Mini Projector (US)**

An entirely new product category of portable Laser Cinema, the Smart Mini Projector introduces Hisense's largest screen size option to date: 150-inches, and allows for easy transport from room to room and even outdoors. It includes many premium features for an immersive picture experience including Dolby Vision, HDR10, VIDAA, and Wifi 6e which allows fast streaming content, and more.

### **Soundbar Lineup:**

Hisense's Soundbar line-up perfectly complements and enhances the viewing experience. With a wide range of products from 2.0 to 5.1.2 channels, including leading audio processing technology like Dolby Atmos and DTS, Hisense Soundbars are designed to deliver an audio experience with thundering bass and bright highs. Providing multiple connection options like HDMI eARC, Bluetooth 5.3 and Digital Optical input, Hisense Soundbars are simple to set up and start using right away.

#### **The AX Series**

The AX Series lineup includes the following models: AX3105G, AX3125H, AX510B, AX5125H

#### **The U Series**

The U Series lineup includes the following models: U5120G and U5120GW+.

#### **Party Rocker One Plus**

Hisense's Party Rocker One Plus features a built-in 15 hour battery, DJ and Karaoke modes, and two wireless microphones.

### **Other International Lineups:**

#### **M1 Series Super Slim Mini-LED TV**

As a super slim TV with Mini-LED backlights, Hisense's M1 transforms from an ordinary thick LCD TV to a 2.75cm thick work of art. This 65" TV features a mural-like design, a customizable frame and 0 wall gap, becoming a true piece of art for the home.

#### **G7H Series Mini LED Gaming Monitor**

With 1000+ Mini-LED backlights, 500+ local dimming zones and 1000 nits peak brightness, Hisense G7H Gaming Monitor offers distinguished contrast control. The 165Hz refresh rate with low input lag and 1ms instant response time result in clear motion and a responsive desktop experience, with no noticeable delay between your movements with your mouse and the cursor moving on-screen.

#### **P1 Series Sonic Screen LCD**

As the world's first sonic screen LCD TV, Hisense P1 delivers a perfect match between picture and sound. Enhanced by multi-channel speakers and sonic screen, syncretic sound and picture is no longer a dream. Advanced PQ technologies such as Mini-LED technology, Quantum Dot color, a 120Hz native refresh rate, and multiple HDR technologies guarantee outstanding video performance.

### **B2B Product Lineup:**

Delivering a vibrant 4K experience, industry leading reliability and the latest Android operating systems, Hisense has a commercial display to suit a variety of requirements and budgets. Hisense offers a broad range of commercial display solutions that will drive attention and create a unique interactive experience for users. The Hisense B2B product range consists of commercial, hospitality, education, and retail commercial solutions.

#### **Hisense BM Series**

Hisense's BM Series Digital Signage Displays are perfectly fit for public transport and retail locations. Their slim design helps them seamlessly blend into their surroundings while also allowing your on-screen messaging to stand out. Vivid and vibrant colors immerse viewers and effectively provide them with the information they are looking for.

#### **Hisense Interactive Digital Boards**

The Hisense Interactive Digital Boards bring an engaging business and education experience and offer an all-in-one meeting solution. Combining the power of a digital display, tablet, electronic whiteboard, and video conference device, these unique displays are designed to facilitate knowledge-sharing in business and educational settings. The 65, 75, and 86-inch screens are touch enabled and allow multiple people to use them simultaneously to present, illustrate, and share ideas and information.

The **WR6CE Series** includes the latest smart features to improve collaboration and create a leading engaging experience for users. The new WR series is available in 65", 75", and 86" size, and their 4K Ultra HD picture quality ensures perfect color and rich detail. Boards are touch enabled allowing multiple people to use them at once to present, illustrate and share information. When using the digital whiteboard, Hisense's improved IR software now recognizes touch points as little as 2mm, ensuring the experience is as accurate as writing with pen and paper. New for 2023, the WR range features an optical bonded display that diffuses reflections and bright light to keep the display visible in any lighting conditions. Users can also now wirelessly connect with two or more additional Hisense displays.

For additional smart board options, the **Entry R Series** and **WR6BE Series** offer sizes ranging from 65" to 85" and UHD to 4K UHD resolution among other features including multi-touch or infrared functionality, camera and microphones, multi-voting selection and real time comments, and more.

#### **Hisense Auditorium Solution for School**

Hisense's Auditorium Solution helps build curious minds with innovation and creativity with energy-saving seamless splicing screen displays. Featuring one large and one small screen the Auditorium Solution allows syncing, writing, and interaction between the two displays to make presentations more vivid and powerful. Great for lectures, trainings, annual seminars, and open classes, contents can be directly annotated via vision hub. The Collaborative and interactive panels make presentations even more flexible.

### **2023 Kitchen Suite (US Version):**

The 2023 Kitchen Suite features a stainless-steel lineup including freestanding and slide-in gas and electric ranges, a dual zone wine and beverage cooler, a new 4-door French door refrigerator, and an upgraded dishwasher. Consumers can find comfort in knowing their stylish appliances come with an affordable price and an industry-leading two-year warranty.

#### **Hisense HRM260N6PSEW 4-Door French Door Refrigerator**

The fingerprint-resistant stainless-steel Hisense 26cu. ft. 4-Door French door refrigerator delivers all the storage capacity, user convenience, food organization, and reliable quality that today's families demand. Features include two humidity drawers, NSF-certified water filtration, sliding shelves, adjustable gallon storage bins, Flexzone shelves and LED lighting.

#### **Hisense HFG3601CPS Slide-In Gas Range**

The Hisense slide-in gas range features six burners, including a dual ring power boil burner that boasts 18000 BTUs for near-instant heating. Its large 5.8 cu ft. capacity and true convection design circulates heated air continuously for faster and more even results, and features convenient cooking modes like Fast-Preheat, Air-Fry, Dehydration, Pizza-Bake and more.

#### **Hisense HUI66360XCUS Dishwasher**

The Hisense dishwasher is ultra-quiet, operating at 44 dB and features three racks, 3<sup>rd</sup> spray arms for easy loading, and an energy-efficient condensation drying system for an efficient clean.

#### **Hisense HWD30040SS Dual Zone Wine and Beverage Cooler**

The Hisense dual zone wine and beverage cooler boasts a 4.5 cu. ft. capacity and is equipped with a stainless-steel exterior and double-paned LOW-E, anti-UV glass to provide stable storage of wines, beers, and canned or bottled beverages. A key feature is the dual zone LED temperature control function, which allows you to accurately adjust temperatures for their various beverage needs. The dual zone wine and beverage cooler can be freestanding, or built-in to your cabinetry, and the reversible door allows for further flexibility during installation.

#### **Hisense Over the Range Microwave**

The Stainless-Steel Hisense 1.7 cu. ft. over-the-range microwave oven provides 1000 watts of cooking power, plus 10 sensor-cooking options for your favorite foods. The multi-stage cooking option lets you customize cooking times and power levels ahead of time, and is equipped with a powerful 300 CFM vent fan, an adjustable cooktop light, and 18 different auto menu options – covering all you could need in a microwave and more.

**ConnectLife:**

ConnectLife is the ultimate solution to connect your smart living appliances of Hisense, ASKO, Gorenje and ATAG, creating one smart living platform accessible through one mobile app to monitor your smart home.

**ASKO DW60**

The ASKO DW60 was designed and built with the long-term benefits of the user and the environment in mind - featuring eco-friendly and hygienic innovations including UV Cleanse mode, Green mode and more. The DW60 also features a world-leading loading flexibility, consisting of the Flexi Racks system and 4 detachable baskets, providing an endless assortment of smart loading configurations. Through the ConnectLife app, users can control and monitor their DW60 remotely, allowing you to change settings, check the machine's status and more.

**ASKO Elevate Induction Hob**

ASKO Elevate™ Induction Hob with integrated extraction is the most silent hood-in-hob solution in the market with a powerful and effective extraction of air, achieved by the double motor and aerodynamic shape in the air ducts.

**ASKO Smart Oven**

ASKO's Smart Oven features innovative technology and collaboration with ConnectLife to bring a unique experience of preparing a variety of dishes. Among the many innovative features this Smart Oven obtains, the most unique is its one-of-a-kind built-in barcode scanner, which allows you to simply scan the barcode on the packaging of your favorite food, and the baking parameters will automatically transfer to the oven. Also, the Smart Oven offers step-by-step guidance for cooking and baking. In addition, the ceramic coating (DURAQUARTZ) grill tray enables the consumer to grill a steak on one side and bake a pizza on another with an outstanding cooking result. The ConnectLife app allows you to control and manage your oven from anywhere, and also gives you access to shopping lists, FAQs, and tips and tricks to manage your appliance.

**ASKO Wine Climate Cabinet**

This free-standing preservation system stores and protects large wine collections at the perfect temperature for aging and serving wine to the highest quality imaginable. The Wine Climate Cabinets protects valuable wine from UV light, humidity and vibrations and features touchscreen controls to easily monitor and ensure ideal conditions at all times. The cabinets connect consumers seamlessly to their collections via the ConnectLife app,

which allows you to track, manage and organize your growing collection, and the Vivino app, the world's largest wine database, putting a wealth of information at your fingertips.

**The Three-Zone Wine Climate Cabinet** features three different temperature zones, sealed off from one another, creating the ideal environment for each varietal (up to 190 bottles). It also features a dedicated serving area with tray that can be easily transported from shelf to table when entertaining or converted into additional shelves for growing collections

**The Single-Zone Wine Climate Cabinet** can serve as a companion to the Wine Climate Cabinet or as a standalone piece. It contains one temperature zone and can hold up to 261 bottles.

#### **Hisense Future of Cooking Technology:**

##### **Hisense Smart Combi Steam Oven**

Hisense's Smart Combi Steam Oven is equipped with the new generation of Hisense's "Optimal steaming, supreme baking and grill" system. The oven has a built-in smart camera that enables the "Live Cooking" function and "Intelligent identification of food ingredients type." With a fully redesigned intuitive human-computer interaction, the oven offers numerous convenient features such as zone cooking, scan to cook, Wi-fi connectivity, automatic steam releasing, and TFT electronic control interface. This Hisense oven is equipped with industry-leading technology and provides a truly excellent culinary experience to consumers.

##### **Hisense Smart Modular Multi-fuel Cooktop**

Hisense's Smart Modular Multi-fuel Cooktop is the ultimate all in one cooktop solution designed for satisfying all family cooking needs, integrating the traditional stove with a variety of cooking needs. Combined with Hisense's smart appliances APP and other mobile platforms, this cooktop allows users to manage the entire cooking process: purchasing ingredients, one-button cooking, and developing and sharing user-defined custom recipes. The multi-screen interaction function allows for linking multiple devices, while the recipe duplicate feature digitalizes and automates the cooking process, making it a truly intelligent cooktop.

##### **Hisense Smart Multifunctional Cooking Pot**

The Hisense Smart Cooking Pot, the first cooking utensil by Hisense, offers three-in-one functionality: cooking, a fast way to heat water, and a convenient way to boil, offering the opportunity for anyone to efficiently cook food in an instant. Users can use the camera or their mobile phone scan code to intelligently identify food types. Each recipe features an exclusive intelligent cooking procedure, allowing the pot to adjust temperature and time for automatic cooking. The cloud service can be customized for users according to their

cooking preferences, and s Smart wi-fi connectivity allows for easy one-click purchasing of pre-made dishes within the app.

The entire 2023 product lineup, including the new ULED Mini LED, Laser TV and Laser Cinema products, B2B and ConnectLife will be on display January 5-8, 2023, in the LVCC, [Central Hall - Booth 16659](#).

To learn more about all of Hisense's premium offerings, visit [Hisense-usa.com](https://www.hisense-usa.com) and follow @HisenseUSA on [Facebook](#) and [YouTube](#) and @Hisense\_USA on [Instagram](#) and [Twitter](#).

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