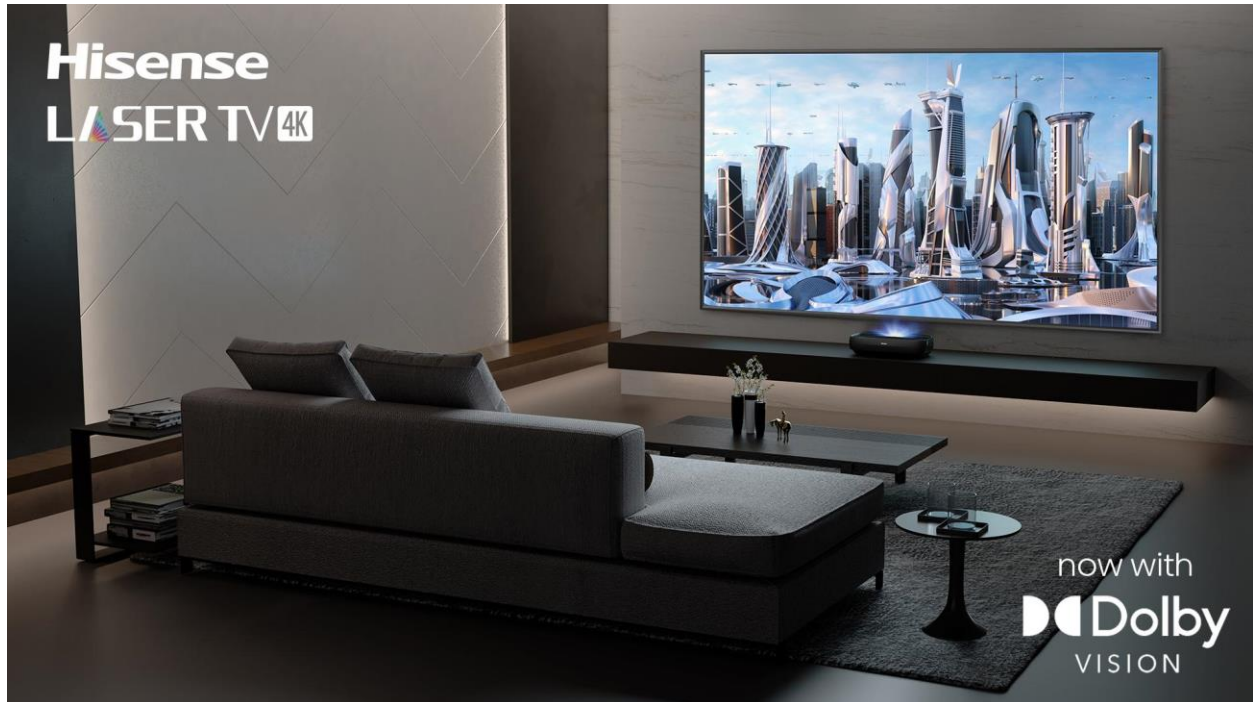


## Dolby Vision Now Available on Hisense's L9G TriChroma Laser TV—A First for Hisense Laser TVs



**SUWANEE, GA - (June 28, 2022) - [Hisense](#)**, provider of high-performance televisions and innovative display technologies, announces the rollout of Dolby Vision to their flagship L9G Laser TVs. A first for Hisense Laser TVs, Dolby Vision is a premium entertainment experience that brings extraordinary color, contrast, brightness, and detail to the screen. Beginning June 28, owners of the award-winning L9G TriChroma Laser TV will receive the free Dolby Vision upgrade via an automatic firmware update.

Unlike the projector-only offerings from competitive brands, Hisense's Laser TV is an end-to-end solution with projector and screen bundled together. Laser TV has a fixed throw distance, fixed screen size, and a high-quality ambient light rejecting surface that Hisense has engineered specifically for its own ultra-short throw laser console. This certainty of product performance ensured that Hisense's Laser TV could deliver customers an incredible Dolby Vision HDR viewing experience.

What was already impressive in terms of color reproduction, brightness, and contrast, the L9G Laser TV will be made even better with Dolby Vision, delivering an ultra vivid picture experience when enjoying entertainment in Dolby Vision. As Hisense continues to expand their Laser TV offerings, the brand remains dedicated to providing home entertainment products with premium features at outstanding value.

Hisense's L9G TriChroma Laser TV is available for purchase online at Best Buy and numerous independent retailers found here:

[https://www.hisense-usa.com/tv-and-audio/televisions/all-tvs/100L9G-CINE100A\\_100-trichroma-laser-tv](https://www.hisense-usa.com/tv-and-audio/televisions/all-tvs/100L9G-CINE100A_100-trichroma-laser-tv)

### **ABOUT HISENSE USA CORPORATION AND HISENSE COMPANY, LTD.**

Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Hisense USA Corporation offers an innovative range of technology products that disrupt the consumer electronics industry, challenge the competition and provide significant value to consumers. Distributed across North America, Hisense USA Corporation product portfolio includes televisions, refrigerators, air conditioners, dehumidifiers, beverage coolers and freezers.

# # #

### **MEDIA CONTACT**

[Max Borges Agency](#) for Hisense  
[hisense@maxborgesagency.com](mailto:hisense@maxborgesagency.com)