

Now Available: The Best Value TV of 2023 - Hisense U6K ULED 4K Mini LED Google TV™

SUWANEE, GA - (July 25, 2023) - [Hisense](#), the Official TV and Appliance Partner of the NBA, is proud to lead the way in making Mini LED mainstream, through the launch of its U6K series, now available for purchase. With screen sizes ranging from 55 to 85-inches, consumers can find the perfect fit for their entertainment space at an unbeatable price. As the only major television brand bringing Mini LED to their entire premium lineup, Hisense makes its award-winning performance accessible, packing a powerful punch with the new U6K Series. With new enhancements that set it apart from its predecessors, like four times more local dimming zones resulting in deeper blacks and improved contrast ratios, as well as the addition of ULED Mini LED technology, the U6K series delivers exceptional brightness, enhanced contrast, and unparalleled clarity and uniformity.

The U6K Series is not just about performance; it's about delivering the best value. Enjoy the brilliance of Mini-LED, Quantum Dot Color, and the immersive experience of Dolby Vision and Dolby Atmos. Plus, Google TV brings together favorite movies, shows, live TV and more from across apps and subscriptions and organizes them in one place. And the best part? The U6K Series starts at an unbeatable everyday price of just \$499, making it the must-have value TV of 2023.

HISENSE U6K 4K Mini-LED Google TV Features:

- **ULED Mini LED** - Mini LED brings a brighter, more realistic picture, greater contrast, and even more clarity and uniformity to the U6K.
- **4X the Local Dimming Zones** - Features up to 200+ local dimming zones, and reaches up to 600 nits of peak brightness for a brighter and more accurate picture.
- **Premium Features for Everyone** - In addition to Mini LED, the U6K features Quantum Dot Color, Dolby Vision / Dolby Atmos, and Dolby Vision Gaming for an enhanced viewing experience other high-end TVs offer at triple the cost.
- **Google TV** - Take streaming to the next level with 700,000+ movies and TV episodes, live TV, and more available across 10,000+ apps. And with Google Assistant, consumers can do more with their TV and voice. Just say "Hey Google" or press the Google Assistant button on the Hisense remote to get started.

The U6K Series Google TV is now available in sizes 55" (\$499), 65" (\$649), and 75" (\$749) for purchase through [Best Buy](#) and [Amazon](#).

For more information visit www.hisense-usa.com.

About Hisense USA

Established in 2001, Hisense USA Corporation delivers reliable performance and best-in-class features through its range of technology products, including televisions, Laser TVs and Cinemas, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers - all at an incredible value. As the Official TV and Home Appliance Partner of the NBA, Hisense's focus on performance, quality and value has driven the brand's rapid industry growth and created a reputation for award-winning and highly recommended products. In 2022, Hisense became the second largest TV manufacturer globally based on shipments and is proud to control both the quality of its products and the quality of customers' experiences. Hisense USA Corporation is a subsidiary of Hisense Group, a multi-national consumer technology manufacturer and one of the largest television brands in the world.

###

MEDIA CONTACT

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

Google TV is the name of this device's software experience and a trademark of Google LLC. Google is a trademark of Google LLC.