

AVAILABLE NOW: The Best TV of 2023 - Hisense U8K ULED 4K Mini LED Google TV™

SUWANEE, GA - (August 1, 2023) - [Hisense](#), the Official TV and Appliance Partner of the NBA, continues to deliver on top-notch performance and best in class features, all at an incredible value, with the launch of its U8K series - now available for purchase. Following the release of Hisense's U6K, which introduced premium Mini-LED TV technology to the masses, the award-winning U8 series reaches new heights - packed with cutting-edge technology and a best-in-class price, making it one of the most exceptional TVs on the market. Fresh upgrades and features, like Mini-LED, Quantum Dot technology, and double the local dimming zones - reaching 1,000+ zones - bring vibrant colors, improved contrast, and a refined picture serving lifelike visuals on the U8K. This combined with a major audio enhancement, 50w 2.1.2 channel sound, and future-proofing technologies such as 144hz native refresh rate, NextGEN TV (ATSC 3.0), and WiFi 6e ensure the U8K gives consumers even more of what they deserve.

The new U8K Series caters to everyone looking for a premium, well-rounded cinema experience with screen sizes ranging from 55 to 85 inches, with the 85" model coming soon. With Google TV, a vivid, realistic picture, ultra-smooth motion control, crystal clear sound, and a broad range of screen sizes, the U8K is the undisputed MVP of premium entertainment in 2023.

HISENSE U8K 4K Mini-LED Google TV Features:

- **An exceptional picture:** With Mini-LED, Quantum Dot, and double the local dimming zones - now reaching up to 1,000+ - the U8K brings vibrant colors, better contrast, and a more refined picture thanks to ULED.
- **Future-proofing technology:** The U8K packs in future-proofing features that ensure consumers will enjoy it for years to come. NextGEN TV (ATSC 3.0) delivers free, live over-the-air broadcast content in 4K HDR and Dolby audio, while the 144Hz AGLR panel (55-75" models) means smooth gaming and action no matter the console or games. Additionally, WiFi 6e brings uninterrupted streaming since it won't be competing with other devices on a network.
- **Robust, built-in audio:** The U8K gets a major update this year to a 50w 2.1.2 channel audio system, ready to deliver a well-rounded entertainment experience. This alongside incredible, immersive sound from Dolby Atmos® creates a multi-dimensional experience.
- **Enhanced viewing experience:** U8K's Anti-Glare and low reflection screen further enhancing the overall viewing experience by keeping TV reflections to a minimum.

The U8K Series Google TV is now available in sizes 55" (~~\$1,299~~ **\$799**), 65" (~~\$1,699.99~~ **\$1,099**), and 75" (~~\$2,299~~ **\$1,599**) 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.

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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.