

Hisense Displays Award-Winning 2023 Product Lineup at CEDIA 2023, Including ULED Mini LED TVs, Laser TVs and Laser Cinemas

See the Full Display September 7-9, 2023 at Booth #1326

Denver - (Sept. 7, 2023) - [Hisense](#), provider of high-performance televisions and appliances, and Official TV and Home Appliance Partner of the NBA, will feature its 2023 consumer electronics lineup, including new Laser TV and Laser Cinema options, alongside the award-winning 2023 ULED lineup at CEDIA Expo Booth #1326. Through its dedication to performance, quality, and value, Hisense has established an award-winning reputation globally, providing customers with multiple product categories and a wide array of screen sizes to redefine their home entertainment experiences at best-in-class price points.

Mini LED ULED

Hisense has taken its commitment to making premium technology accessible by expanding Mini LED to throughout the entire ULED lineup, including its entry level Series. Enhancing the previous year's ULED lineup, the 2023 U8K Series, U7K Series, and U6K Series showcase the latest TV technologies with outstanding picture quality to give consumers more of what they deserve.

U8K Series: Best TV of 2023

The acclaimed U8 series reaches unprecedented heights - featuring state-of-the-art innovations and unparalleled price points, positioning itself as one of the best TVs of 2023 on the market. The U8K includes more local dimming zones, higher peak brightness, 144Hz VRR for life-like gaming experiences, and picture upgrades like IMAX Enhanced, Filmmaker Mode, Dolby Vision IQ™, and Quantum Dot for vivid, lifelike pictures.

The U8K series is designed to meet the needs of every homeowner seeking a top-tier, well-rounded cinematic experience, with screen sizes ranging from 55 to 85 inches, complemented by **an all-new 100" offering**. By introducing the 100" U8K, which delivers unmatched picture quality, Hisense provides exceptional value to users aiming to take their home theater experience to the big leagues.

U7K Series: Best TV Under \$1,000

The U7K answers the needs of gamers across the globe, bringing next-level gaming upgrades along with the addition of ULED Mini LED. With premium features, like IMAX Enhanced, NextGEN TV (ATSC 3.0), double the local dimming zones, and an increased variable refresh rate of 144Hz - live sporting events, including those from OTA broadcasts, action-packed movies, and video games have never looked better. Along with bigger features, come bigger screen sizes as well, reaching up to 85-inches.

U6K Series: Best Value TV of 2023

As the only major television brand bringing Mini LED to its entry-level premium model, Hisense packs a powerful punch with the new U6K Series, available in 55-85-inches, making top-tier performance accessible for all. With new enhancements that set it apart from the rest, like four times more local dimming zones, deeper blacks, and improved contrast ratios, as well as the addition of ULED Mini LED technology, the U6K series delivers an immersive experience and unbeatable uniformity - all at an incredible value.

ULED X

ULED X is a major step forward in LED television technology, providing higher levels of brightness and realistic on-screen picture quality that have never been achieved before. UX features Hisense's Hi-View Engine X chipset that controls over 20,000 Mini LED lights to deliver an ultra-bright picture. It allows the viewer to experience the best display standard through active intelligent backlight control and is equipped with the most cutting edge technologies in the industry, including Mini-LED X, 5000+ Local Dimming Zones, 2500 nits peak brightness and Dynamic X-Display - culminating in an immersive and realistic viewing experience.

Laser TV

Hisense's new 2023 Laser TVs upgrade the viewing experience for consumers seeking big screens, and immersive at-home theater options. New high-gain ambient light rejecting (ALR) screens to enhance brightness for a sharper picture, a built-in TV tuner, a Google TV upgrade and premium audio features put Laser TVs at the center of entertainment in living rooms.

L9H TriChroma Laser TV: Taking Center Stage in the Living Room

The award-winning L9 series redefines entertainment excellence by seamlessly combining cutting-edge technologies into an ultra-short throw projector, introducing a life-like visual experience in a vibrant and expansive way. Reaching a peak brightness of 3000 Lumens, the L9H ensures exceptional image quality. Features like Dolby Vision, Dolby Atmos, and Hisense's pioneering TriChroma™ triple-laser light engine, which covers 107% of the BT.2020 color space, the L9H becomes a captivating centerpiece for any room in the home.

Beyond its technical features, the L9H serves as a hub of entertainment, incorporating Google TV and NEXTGEN TV (ATSC 3.0) capabilities, offering fan-favorite streaming services and high-quality OTA broadcasts. With this technological innovation and approachable design, the L9H serves as the go-to choice for those seeking a superior, and bigger, alternative to a traditional LED TV.

L5H 4K Smart Laser TV: Entry to the Big Screen Experience

The L5H offers an accessible entry to large-scale viewing, presenting 2700 ANSI lumens and X-Fusion Laser Light Engine technology that yield vivid visuals and authentic hues at an attainable price point. The L5H features Dolby Vision and Dolby Atmos audio via built-in-40-watt speakers, providing an immersive cinematic experience. With the accompanying upgraded ALR screen, optimized for diverse lighting conditions, including bright daylight, viewers are guaranteed an optimal picture. Futureproof technologies like ATSC 3.0 and Wi-Fi 6e, combine with Google TV to ensure seamless compatibility across content for years to come.

Laser Cinema

The new Laser Cinema category reimagines home viewing with new upgrades, bigger size offerings reaching 300-inches, and more flexibility.

PX2-PRO TriChroma Laser Cinema: Versatile, High-End Home Theater

The PX2-PRO seamlessly blends the latest in innovative technologies, creating an unmatched cinematic journey within the home. Reaching an impressive 2400 Lumens peak brightness, it uses Hisense's TriChroma™ triple-laser light engine to present vivid colors and deep contrast. Its powered-focus lens guarantees a sharp 4K image adaptable from 90 to 130 inches, complemented by a built-in 30W Dolby Atmos sound system. With its impressive picture quality and size versatility, the PX2-PRO delivers all you'll need for the perfect high-end home cinema setup.

PL1 Laser Cinema

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.

The entire 2023 ULED and Laser TV/Laser Cinema lineup, including the new 100" Mini LED U8K, will be on display September 7-9, 2023, at Booth #1326. To learn more about all of Hisense's premium offerings, visit [Hisense-usa.com](https://www.hisense-usa.com) and follow @HisenseUSA on [Facebook](https://www.facebook.com/HisenseUSA) and [YouTube](https://www.youtube.com/HisenseUSA) and @Hisense_USA on [Instagram](https://www.instagram.com/Hisense_USA) and [Twitter](https://twitter.com/Hisense_USA).

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](https://www.maxborgesagency.com) for Hisense
hisense@maxborgesagency.com

