Hisense, a global leader in consumer electronics and home appliances, is set to make its debut in the automotive industry at CES® 2024. Building on its established reputation as the founder and pioneer of the global laser TV market, Hisense is expanding the application of its innovative display technologies to provide immersive entertainment experiences to a wider audience.

Hisense’s AR Heads-Up Display (HUD) combines holographic technology with proprietary panoramic TriChroma™ triple-laser projection, offering an impressive balance between compact size and exceptional display capabilities for more immersive imaging. AR HUD, coupled with laser phase and spectral tuning, delivers multi-directional displays with high resolution, remarkable transparency, extended projection distances, and wide-viewing angles to transform the windshield into an information hub, allowing drivers to simultaneously observe virtual images and the real environment at the same time.

With its wide projection angle, superior image quality, and high brightness, the panoramic laser projection display by Hisense revolutionizes the interior of a vehicle, creating an immersive visual experience that enhances navigation when driving and entertainment when parked. The AR
HUD’s capabilities extend to the exterior as well, with headlight projection equipment for safety reminders, entertainment and streamlining the optical path for AR HUD.

To date, Hisense’s presence in the automotive industry was through Sanden, a world-leading supplier of air conditioning compressors and systems, which Hisense acquired in 2021. The seamless integration of high-performance laser holographic HUD, panoramic projection display, and exterior lighting projection system in an intelligent connected vehicle earned Hisense recognition as a 2024 CES® Innovation Award honoree.

Hisense’s AR HUD system will be on display at CES 2024 from January 9-12, 2024, in Central Hall - Booth 18217 of the Las Vegas Convention Center (LVCC).

About Hisense USA

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers. As the Official TV and Home Appliance Partner of the NBA, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing award-winning products. In 2022, Hisense achieved the notable distinction of being the second largest global TV manufacturer, demonstrating its commitment to both maintaining superior product quality and ensuring exceptional customer experiences.

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