

## **HISENSE TO UNVEIL THE FUTURE OF DISPLAY TECHNOLOGY AT CES 2024**

**SUWANEE, GA (Dec. 4, 2023)** – [Hisense](#), a global leader in the consumer electronics and home appliance industries, invites audiences world over to join the company as it announces the future of display technology at CES 2024. The company will showcase a range of groundbreaking innovations that will redefine the way we interact with screens.

The Hisense media event will kick off on Monday, January 8, 2024, at 9:00 AM at the Mandalay Bay Convention Center, South Seas Ballroom F in Las Vegas, Nevada under the theme, “*See.Connect.Experience.*” Be among the first to experience the next generation of display technology as well as the future of Hisense.

### **Unveiling Innovations that Transform Everyday Experiences**

At CES 2024, Hisense will unveil a range of new products that will change the way we live, work, and play. From revolutionary new Laser TVs to cutting-edge ULED TVs, Hisense is committed to delivering the best possible display experience.

Prepare to be amazed by breathtaking visual experiences that take Hisense’s TV technology into the next generation to deliver stunning visuals with unparalleled clarity and contrast, transforming living rooms into a cinematic havens. What’s more, Hisense’s latest smart products for the home will offer a myriad of options to get more done, with seamless connectivity and more personalized recommendations for a better experience.

### **Hisense: Shaping the Future of Display Technology**

David Gold, president of Hisense Americas, will be joined on the stage by his colleagues who will demonstrate that Hisense is not just about building products, it’s about crafting scenarios that enhance consumers’ lives. Whether it’s the dynamic visual experience in a car, the first time a parent sees their baby on an ultrasound, or the immersive and interactive classroom where learning has endless boundaries, Hisense is committed to pushing the boundaries of display technology and reimagining the way we interact with the world around us.

Don't miss this opportunity to see what Hisense has in store for the future of display technology by tuning into the Hisense media event livestream at [www.hisense-usa.com/ces-2024](http://www.hisense-usa.com/ces-2024) and the Hisense International YouTube channel at [www.youtube.com/@HisenseInternational](http://www.youtube.com/@HisenseInternational). Attendees to CES 2024 are encouraged to visit the Hisense exhibit in person in Central Hall - Booth 18217 of the Las Vegas Convention Center (LVCC) from January 9-12, 2024.

## 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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