

Hisense's NBA-themed showcase in NYC is a slam dunk

On April 30, 2024, Hisense brought the heat to New York City's iconic Union Square with a blockbuster NBA-themed product showcase. Over 40 of the industry's top tech media outlets and journalists scored courtside seats to witness the unveiling of Hisense's game-changing 2024 lineup, spanning TVs, laser projectors, and smart refrigerators.

After the final buzzer sounded four days later, nearly 30 articles and stories had flooded the web, all singing high praises for the consumer tech and home appliance giant's innovative offerings for 2024.

The starting five featured Hisense's prestigious ULED TV series, including the 55-inch U6N, U7N, and U8N models. But the real showstoppers were the 98-inch and 110-inch ULED X behemoths, delivering larger-than-life ultra-premium visuals.

Not to be outshone, the soon-to-launch 75-inch U9N and the exceptional value-packed 100-inch U76N demanded their share of the spotlight. And let's not forget the CanvasTV – a masterpiece designed to transform living rooms into modern art galleries.

Beyond the hardwood, Hisense showcased its award-winning C1 laser projector and the all-new ultra-short-throw PX3-PRO laser cinema, set to take the U.S. market by storm this summer. Stealing the home appliance spotlight was Hisense's smart French 4-door refrigerator, complete with the innovative ConnectLife app and VersaTemp drawer for ultimate temperature control.

Hisense came out firing even before tip-off, releasing details on the PX3-PRO that sparked a flurry of 18 news stories hyping the Harman Kardon audio, IMAX Enhanced support, and massive 80-150 inch image potential of this home entertainment juggernaut.

As the game progressed, media mavens marveled at the U9N's spectacular 5,000 nit brightness and CanvasTV's seamless integration of art, personalization, and premium picture quality.

After the opening day, TV pundit Caleb Denison of Digital Trends, with over 1.21 million subscribers, praised the U8N as "easily one of the best buys of 2024, maybe even the best buy of the year." Tech titans PCMag and Tom's Guide echoed the praise, with the former bestowing an Editor's Choice award and the latter declaring it had "just broke a brightness record in our lab tests — and it blows away Samsung."

In a decisive win, Hisense emerged as the undisputed king of the court, captivating industry experts with a refreshingly innovative 2024 lineup designed to elevate home entertainment to championship levels.

For more information on the Hisense 2024 Product Showcase, please click [here](#).

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