



## ENJOY EXCEPTIONAL FOOTBALL VIEWING WITH THE OFFICIAL TELEVISION OF UEFA EURO 2024™

Hisense | UEFA EURO 2024  
OFFICIAL PARTNER

# Hisense TV GLOBAL NO.2

100" TV, Global NO.1

ULED MiniLED

\*Data source: Omdia 2023-2024 Q1

**SUWANEE, GA (June 3, 2024)** — Hisense, a leading global home appliance and consumer electronics brand and official partner of UEFA EURO 2024™, delivers the ultimate in viewing experiences with the Official Television of the UEFA EURO 2024 and Hisense BEYOND GLORY UEFA EURO 2024™ campaign with the Mini-LED ULED U7N.

Hisense continues to innovate in the high-end market with products demonstrating exceptional consumer benefits. Ranked No. 2 globally for TV shipments and No. 1 worldwide in 2023 and the first quarter of 2024 for 100-inch TVs, Hisense is committed to delivering large-sized televisions that are best in class when it comes to performance, quality and value.

As the official partner of UEFA EURO 2024™, Hisense takes football viewing to new levels with a TV designed specifically for gamers and sports fans. For a truly stunning sports experience, Hisense's Mini-LED delivers the elegance of true darkness and stellar brightness with an expansive spectrum that intensifies every hue. And Quantum Dot Color creates an even more realistic picture, with over a billion colors adding richness and depth. Fully Array Local Dimming

and Peak Brightness ensure viewers always get the best image, from the darkest darks to the brightest whites.

Give gaming and sporting action the edge and secure incredible wins with 144Hz Game Mode PRO. The Auto Low Latency Mode and 144Hz variable refresh rate keeps up with even the most intense action. No more input lag or frame tearing getting in the way, gamers will enjoy a smoother experience from the second they press start.

For a different kind of action, the U7N brings tech straight from the cinema to the living room. IMAX Enhanced, Dolby Vision, and Filmmaker Mode work together to deliver incredible 4K pictures for viewing favorite films and shows as they're meant to be seen.

The U7N Mini-LED ULED TV is ready to witness every big moment of UEFA EURO 2024™ action with sports lovers worldwide. Rely on Hisense to deliver the perfect game-viewing experiences through its innovative TV products.

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### **About Hisense**

Hisense is a leading global home appliance and consumer electronics brand. Hisense's business covers multimedia products with a focus on Smart TVs, home appliances, and IT intelligent information. Hisense is ranked No. 2 globally for TV shipments and No. 1 in 100-inch TVs in 2023 and Q1 2024. Hisense has grown rapidly and now operates in more than 160 countries.