



Hisense joins Calman Ready program with fully automated 1D/3D LUT calibration capability

SUWANEE, GA (June 11, 2024) – Portrait Displays, the leading provider of display calibration solutions, has announced a worldwide partnership with TV manufacturer Hisense, encompassing both the North American and European markets. Exceptionally accurate and precise calibrations are now possible with one of the largest TV brands worldwide.

Utilizing cutting-edge calibration technology previously reserved for expensive professional hardware, 1D/3D LUT calibrations for both SDR and HDR are now possible via Calman® AutoCal™, a part of the Calman Ready brand.

Calman supports an extensive range of Hisense TV models using Android TV (North America) or VIDAA OS (Europe), this support covers a majority of the 2023 and 2024 Mini-LED and OLED premium TV models.

With Portrait Displays' latest Calman 5.15.4 release, all professional license levels support Calman's renowned autonomous calibration methodology – both for SDR and HDR playback, with plans to deploy consumer license level support in the coming months.

“Hisense's adoption of Calman Ready speaks volumes about their commitment to delivering top-tier quality to their customers. This collaboration empowers Hisense TV owners with access to industry-leading calibration tools, and extends our CaaS partners the opportunity to elevate their offerings, providing a standardized, premium calibration experience to consumers globally,” said Eric Brumm, President & CEO of Portrait Displays.

“We are thrilled to announce our novel partnership with Portrait Displays,” said David Gold, President of Hisense Americas and Hisense USA. “This collaboration brings forth a revolutionary, fully automated calibration capability on our select U Series models that sets a new standard in precision and convenience in the TV industry. This partnership will deliver unparalleled quality and enhanced user experience to our customers – another example of our performance, quality and value promise.”

Hisense’s Calman Ready integration not only enables high-quality AutoCal™ support within the professional market; it also benefits our Calibration as a Service (CaaS) partner’s needs, enabling electronic retailers to offer consistent, highly quality, and accurate calibrations worldwide with a major growing TV brand.

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About Portrait Displays

Portrait Displays is a leading provider of color display solutions that seamlessly blend the latest advancements in color science with cutting-edge display control technology. With an unwavering commitment to preserving color integrity, Portrait Displays ensures that every screen, regardless of its size, delivers captivating and accurate colors. From the initial creation of the first frame to its final appearance on any device, Portrait Displays remains

dedicated to upholding the highest standards of color quality throughout the entire visual experience.

Renowned for its industry-leading Calman color calibration software, Portrait Displays has gained widespread recognition and is the preferred choice of the most esteemed color professionals in Hollywood. Calman's robust calibration solutions meet the stringent requirements necessary to deliver an unparalleled viewing experience that is perfectly calibrated.

Headquartered in Pleasanton, CA, with additional offices in Lynnwood, WA, and Taipei, Taiwan, Portrait Displays has established a global presence across Europe, China, Japan, and Korea. With decades of expertise in color science and display technology, Portrait Displays is at the forefront of revolutionizing the digital landscape by introducing a more vibrant and immersive future.

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, ranges, dishwashers, and an array of air conditioners and dehumidifiers. 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 reliable, award-winning products. In 2023, Hisense maintained its position as the second-largest global TV manufacturer for the second consecutive year, demonstrating the company's commitment to superior product quality and the best customer experience.