

HISENSE JOINS 8K ASSOCIATION TO HELP PIONEER THE NEXT GENERATION OF VISUAL ENTERTAINMENT



SUWANEE, GA (June 13, 2024) – Hisense, a global innovator in consumer electronics and home appliances, announced today that it has joined the 8K Association (8KA). This strategic move places Hisense alongside other leading companies in a cross-industry group dedicated to fostering the growth of the 8K ecosystem.

Hisense’s affiliation with the 8KA underscores its dedication to delivering superior visual experiences to consumers worldwide. As a global leader in television manufacturing, Hisense’s participation in the 8K ecosystem aligns with its ongoing commitment to innovation and excellence in the consumer electronics sector.

“Hisense’s membership in the 8K Association marks a significant step in our ongoing mission to enhance the home entertainment experience,” said David Gold, President of Hisense Americas and Hisense USA. “We are eager to contribute to the 8K ecosystem and collaborate with other industry leaders to accelerate the integration of 8K technology into the home entertainment experience.”

Hisense's commitment to 8K technology is not new. The company has been investing in research and development to improve the resolution and image quality of its televisions. This membership will further strengthen Hisense's position as a leader in the television industry and will allow the company to have a more significant influence on the development and deployment of 8K technology.

The 8K Association has experienced substantial growth in its membership, with companies from diverse sectors of the 8K ecosystem joining to shape the future of 8K content. Hisense's membership in the 8KA reaffirms its commitment to leading technological advancements in the television industry.

"Hisense's addition to the 8K Association expands our collective of industry leaders," said Mike Fidler, Executive Director of the 8KA. "Their dedication to innovation and excellence in consumer electronics will be instrumental in our shared efforts to promote 8K technology and its benefits."

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About Hisense

Hisense is a leading global home appliance and consumer electronics brand and official partner of the UEFA EURO 2024™. According to Omdia, Hisense ranked No. 2 globally for TV shipments and No. 1 in 100-inch TVs in both 2023 and Q1 2024. The company has expanded quickly to operate in more than 160 countries and specializes in multi-media goods, home appliances, and intelligent IT information.

About the 8K Association

The 8K Association (8KA) is a not-for-profit organization composed of key technology companies in the consumer and professional 8K ecosystem. The 8KA has been organized to educate, promote and evangelize on the many aspects of the 8K ecosystem from content creation and production to distribution and consumer consumption. The 8KA mission is to accelerate industry-wide adoption of 8K content, products and services. The 8KA has established a number of Work Groups to help provide information about the state of the 8K ecosystem to consumers, organizations and standards development groups.

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