

Hisense partners with Black Myth: Wukong to elevate the gaming experience

Suwanee, GA (Aug. 20, 2024) – Hisense, a global leader in consumer electronics and appliances, announced its global gaming partnership with the highly anticipated action role-playing game (RPG), Black Myth: Wukong. Launching alongside the game's global release today, an exclusive Black Myth: Wukong picture mode is introduced across selected Hisense TVs to elevate the gaming experience.

As the official global partner of Black Myth: Wukong, Hisense proudly presents its ULED Mini-LED U7 series, as well as the expansive 100-inch advanced full array local dimming U76N model, as the official recommended TVs for the game. The state-of-the-art TVs offer an immersive gaming experience that fits the epic world of Black Myth: Wukong.

A standout feature of the collaboration is the exclusive Black Myth: Wukong picture mode. Utilizing Hisense's cutting-edge technology, this mode enhances the game's visual quality with HDR, precise color calibration, and enhanced dark detail, delivering more vibrant colors and richer details. In partnership with Dolby, this mode also offers an immersive audiovisual experience that matches the game's sound design. Whether during intense battle scenes or quieter moments, the Black Myth: Wukong picture mode provides players with the ultimate gaming experience.

The Black Myth: Wukong picture mode is available on Hisense UX, U8N, U7N, and S7N series as well as the 100-inch U76N TV for 2024, allowing gamers to fully immerse themselves into the world of Black Myth: Wukong with the tailored visual and audio experience, enhancing every moment of gameplay.

On many of these Hisense TVs, players can expect stunning visuals with vibrant colors and deep contrasts, thanks to Quantum Dot Color technology and advanced backlight systems. With a 144Hz Game Mode PRO and 240 high refresh rate, gameplay is smooth and fluid, eliminating motion blur. Additional features like Game Bar and AMD FreeSync Premium compatibility create the ideal gaming environment.

The collaboration between Hisense and Black Myth: Wukong marks a significant step forward for both the TV and gaming industries. By combining Hisense's cutting-edge TV technology with the immersive world of Black Myth: Wukong, the partnership delivers a groundbreaking product experience that sets a new standard for home entertainment.

For more information about Hisense USA and its range of products, visit www.hisense-usa.com, or follow @HisenseUSA on [Facebook](#) and [YouTube](#), or @Hisense_USA on [Instagram](#) and [X](#).

#

About Hisense

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, air conditioners, and dehumidifiers. As the Official TV and Home Appliance Partner of the NBA and UEFA EURO 2024, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. According to Omdia, Hisense ranked No. 2 for TV shipments and No. 1 in the 100-inch TV category globally from 2022 to Q1 2024, a testament to the company's commitment to superior product quality and the best user-centric experience.

Media Contact

Hisense USA PR
press.usa@hisense.com