



EMBARGO UNTIL SEPTEMBER 6 @ 9:00AM (CEST)

HISENSE LARGE SCREEN DISPLAYS ELEVATE GAMING TO NEW HEIGHTS AT IFA 2024

BERLIN (Sept. 6, 2024) – Hisense, a global leader in home appliances and consumer electronics, is raising the bar at IFA 2024, the largest consumer electronics trade show in Europe. Under the theme of “The Scenario-driven Future of Tech,” Hisense is showcasing its innovative large screen displays and gaming-enhancing partnerships with Black Myth: Wukong and Xbox-certified products.

Black Myth: Wukong Captivates Gamers in Hisense’s Immersive Experience Zone

As official global partner of Black Myth: Wukong, Hisense is giving gaming enthusiasts an epic adventure at IFA with a dedicated experience-zone immersing visitors into the world of “Journey to the West.” Hisense’s 100-inch TVs bring the world of Black Myth: Wukong to life, with vibrant colors and stunning 4K resolution action, with the game’s officially-recommended Hisense U7N, and S7N series as well as the 100-inch U76N TV, offering immersive gameplay through features including 144Hz Game Mode PRO and Quantum Dot Color.

With the exclusive Black Myth: Wukong picture mode designed specifically for the game, Hisense TVs deliver exceptional image quality with enhanced HDR, precise color calibration and improved dark detail. The deep bass and immersive Dolby audio technology, integrated into the built-in subwoofer, thrill with a stunning audio-visual experience.

Large Screen Gaming with *Designed for Xbox* Hisense Premium Laser Projectors

This year, Hisense is offering an unparalleled gaming experience with its large screen products to IFA audiences.

Hisense partnered with Xbox earlier this year to elevate the home gaming and entertainment experience with cutting-edge laser display technology. Hisense Laser Cinema PX3-PRO, the first *Designed for Xbox* Ultra Short Throw projector, sets a new standard for immersive gaming. Able to project an image between 80-150 inches in 4K resolution, the Dolby Vision and IMAX Enhanced certified projector delivers breathtaking visuals. A high refresh rate of up to HSR 240 ensures

seamless gameplay, ideal for fast-paced action titles. Advanced features, including MEMC technology and Auto-Low Latency Mode, deliver smooth, lag-free performance in elevating gaming sessions.

Alongside the PX3-PRO, Hisense is also showcasing its Xbox-certified 4K Laser Smart Mini Projector C2 Ultra, which is designed with mobility in mind. Visitors to Hisense's IFA booth in Messe Berlin will be immersed in a world of adventure, with the C2 Ultra delivering a versatile projection experience, spanning between 65 to 300 inches, with high brightness and contrast ratio ensuring stunning images, even in well lit environments.

The C2 Ultra features Auto Low Latency Mode and MEMC technology for smooth gameplay, with a refresh rate of up to 240 frames delivering sharply-clear images. Hisense's advanced pure tri-color laser mini projectors bring next-level image quality. A 110% BT.2020 ultra-high color gamut and IMAX Enhanced and Dolby Vision certifications deliver a cinematic experience with incredible bright and black. An up to 300-inch projection supports split-screen gaming, perfect for multiplayer fun.

Elevating Home Entertainment with Hisense TV Innovations

Hisense is also expanding its offerings to cater to the diverse entertainment needs of families with the introduction of its ULED X and CanvasTV series at IFA 2024.

The Hisense ULED X Mini LED 110-inch UX is a cinematic masterpiece, transcending the boundaries of traditional television. Revolutionary Mini-LED X technology, with over 40,000 local dimming zones and a peak brightness of up to 10,000 nits delivers a level of contrast and clarity not seen before. Hisense's proprietary Hi-View Engine X, the powerful AI chipset, provides unmatched real-time processing for every scene. The Dynamic X-Display delivers crystal clear image quality at any angle and under any light conditions, night or day.

Quantum Dot Color technology creates a visual spectacle, immersing viewers in a world of color and clarity, while the CineStage X Surround sound system with 4.2.2 channel delivers a multi-dimensional audio landscape enveloping the audience, creating a truly immersive entertainment experience.

The 65-inch Hisense S7 CanvasTV is a captivating blend of art and technology. Its Art Mode transforms the TV into a personal art gallery using hundreds of free artworks, with the anti-glare Hi-Matte Display and sleek wall mount giving the impression of a textured canvas-like screen. Customers can choose from a different frame styles for their customization options.

Hisense's commitment to scenario-driven technology consistently places the needs of users at its core, in offering smarter, more user-focused TV products for home entertainment. For more information about Hisense and its range of products, visit [\[website\]](#).

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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.

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