

Max streaming service launches on VIDAA Smart TV platform

Suwanee, GA (Sept. 18, 2024) – VIDAA, the leading Smart TV platform today, announced a partnership with Warner Bros. Discovery's Max that will provide their users with seamless access to a rich library of films, series, and documentaries from leading brands like HBO, Warner Bros., Adult Swim, ID and the DC Universe. Starting today, Max will be accessible on VIDAA Smart TVs in the United States, Latin America, and Europe.

Max is the premier streaming destination for HBO Originals such as "House of the Dragon" and "The White Lotus," Warner Bros. films like "Godzilla x Kong" and "Furiosa: A Mad Max Saga," as well as beloved classics like "Friends" and highly anticipated upcoming HBO Originals like "The Penguin" (September 19) and "Dune: Prophecy" (November).

With the integration of Max on the VIDAA platform, users can now enjoy this premium content through an intuitive interface designed for easy navigation and a top tier viewing experience. The launch ensures that millions of VIDAA users worldwide will have the ability to explore Max's diverse entertainment offerings with just a few clicks.

VIDAA is a fast-growing Smart TV operating system, offering users access to a variety of streaming services, live TV, and apps through a single, easy-to-use platform. Designed for seamless integration, VIDAA's open ecosystem supports both global and local content providers, ensuring that users can easily find and enjoy the content they love. With Max now available on VIDAA, users can expect an enhanced entertainment experience, with access to some of the best content in the world directly on their TVs.

"We are excited to welcome Max to the VIDAA family," said Guy Edri, CEO of VIDAA. "Our mission is to provide our users with the best possible entertainment options, and adding Max to our platform is a testament to this commitment. With its diverse and high-quality content offerings, Max is a perfect fit for VIDAA, and we are confident that our users will appreciate the expanded

viewing possibilities that this partnership brings. The launch of the Max app marks a significant milestone in our journey to enhance the home entertainment experience.”

The VIDAA Smart TV operating system is available on select Hisense TVs and projectors. For more information about Hisense and its range of products, visit www.hisense-usa.com and [Hisense Shop for Laser Projectors](#), and follow @HisenseUSA on [Facebook](#) and [YouTube](#) and @Hisense_USA on [Instagram](#) and [X](#).

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About Max

Max[®] is an enhanced streaming platform from Warner Bros. Discovery, available in the US and countries in Latin America and Europe. With a personalized user experience that brings unique and unexpected stories ranging from the highest quality in scripted programming, the best of unscripted, and live sports and news (where available), Max is the destination for HBO Originals, Warner Bros. films, Max Originals, the DC universe, the Wizarding World of Harry Potter, and best-in-class programming across food, home, reality, lifestyle, and documentaries from leading brands like HGTV, Food Network, Adult Swim, Cartoon Network, Discovery Channel, TLC, ID and more, all in one place.

About VIDAA

VIDAA is a leading Smart TV operating system powering Hisense, Toshiba, and Smart TVs from 400 other brands globally. It delivers a wide range of streaming services, apps, and live TV to millions of users around the world. With a focus on performance, simplicity, and user experience, VIDAA offers an open ecosystem that supports global and local content providers, ensuring that users have access to the best entertainment available.

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.

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