

HISENSE REDEFINES ENTERTAINMENT WITH NBA-THEMED 110UX CHAMPIONSHIP TV



Unmatched viewing experience, designed for champions

NEW YORK AND SUWANEE, GA, (Oct. 3, 2024) – [Hisense](#), a global leader in consumer electronics and home appliances today unveiled the 110UX Championship Edition, an ultra-premium addition to Hisense’s innovative ULED X lineup, at the National Basketball Association’s (NBA) headquarters in New York. This exclusive, limited-edition model represents a unique collaboration between two industry leaders, combining Hisense’s cutting-edge ULED X technology with luxurious enhancements that celebrate the spirit of NBA champions. With unprecedented brightness, precise dimming control, and superior audio, the 110UX Championship Edition redefines home entertainment, delivering an unparalleled viewing experience. More than that, it’s a tribute to basketball, featuring exclusive NBA-inspired memorabilia and design elements that bring fans closer to the action than ever before.

“Partnering with the NBA has allowed Hisense to connect with fans in a powerful way,” said David Gold, President of Hisense Americas and Hisense USA. “The 110UX delivers an experience unlike anything else on the market and embodies the championship spirit of the game as well as

the passion of basketball fans world over. With its unmatched brightness, color accuracy, and immersive design, this TV stands as the best performing Mini-LED available—a true champion in its class.”

Redefining Big Screen Entertainment

Hisense has cemented its leadership in the ultra-premium market and large-format displays. As the number one ranked brand in 100-inch TV shipments in 2023 and Q1 2024, Hisense continues to respond to the surging demand for big-screen entertainment by expanding its ULED and ULED X lineups to include even larger screen sizes. The 110UX represents the pinnacle of Hisense’s innovation, setting the gold standard for big-screen entertainment and redefining what consumers can expect from an ultra-premium television. ULED X offers a distinct advantage by delivering a brighter, more dynamic picture that’s ideal for large formats, making it a perfect choice for sports enthusiasts. For NBA fans, the 110UX Championship Edition brings the thrill of the game to life, offering an immersive viewing experience that captures every dunk, pass, and buzzer-beater in stunning detail. It’s more than just a TV; it’s a courtside seat to the action, with features that turn every living room into a personal arena.

Exclusive NBA Integrations That Elevate the Game

The 110UX Championship Edition offers exclusive NBA-themed enhancements that celebrate the sport of basketball at every turn. Each set comes with a specially curated inside-the-box experience featuring collectible items that capture the spirit of NBA champions, including a membership to the exclusive “Club 100” with added benefits, and a plaque denoting the unit number of each limited-edition TV. Fans will also receive an exclusive collectors item: *Victory*, a book created by renowned designer Victor Solomon featuring the story and symbols behind the NBA’s trophy program. The 110UX also boasts a specially-designed NBA start-up screen and platinum “NBA Championship Edition” bezel inscription, further enhancing its premium appeal. As part of Hisense’s ongoing partnership with the NBA, the 110UX seamlessly integrates with NBA League Pass via the NBA App, bringing live games and exclusive content to life on the screen. Fans can also enjoy Hisense’s “X-Factor Moments,” a weekly series on NBA social channels that highlights the most game-changing plays of the season, offering viewers a courtside feel from the comfort of home.

The Ultimate in Display Technology: 110UX Championship Edition

The Hisense 110UX Championship Edition delivers the ultimate in ultra-premium performance and sets new benchmarks in picture quality. With a jaw-dropping peak brightness of up to 10,000 nits, this TV unlocks the full potential of Mini-LED and raises the standard for other TVs to follow. Featuring advanced QLED technology, the 110UX produces vibrant, true-to-life colors that bring every scene to life with stunning realism. Its 40,000+ local dimming zones dim at the individual LED level, virtually eliminate blooming and dramatically enhance contrast to create a viewing experience that is both sharp and immersive, even for the most intense rivalry matchups.

At the core of the 110UX is the powerful Hi-View Engine X chipset, seamlessly blending hardware and software to deliver stunningly crisp images with intelligent AI-enhanced contrast, depth, and overall picture precision. Every scene is meticulously optimized, setting a new standard for realistic and detailed viewing, with its expansive 110-inch screen, ultra-wide viewing angle, and ultra-low reflection panel delivering consistent quality in any environment. Paired with CineStage X Surround and a 4.2.2 channel audio system, the 110UX provides an audio experience as rich and captivating as its visuals. Whether it's the big game, gaming, or enjoying a cinematic film, the 110UX's 144Hz native refresh rate, WiFi 6E, NEXTGEN TV, Dolby Vision, and Google TV deliver an unparalleled entertainment experience.

The Hisense 110UX Championship Edition is available now in limited quantities at Amazon and BestBuy.com for \$20,000. Score the most impressive TV of the year at preferred retailers, and visit www.hisense-usa.com to learn more about the exclusive collaboration.

For more information on all of Hisense's premium offerings, visit the Hisense USA [website](#) and [newsroom](#). Also follow @HisenseUSA on [Facebook](#) and [YouTube](#) and @Hisense_USA on [Instagram](#) and [X](#).

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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, soundbars, refrigerators, ranges, dishwashers and air conditioners. 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.

About NBA

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues: the NBA, WNBA, NBA G League, NBA 2K League and Basketball Africa League, the NBA has established a major international presence with games and programming available in 214 countries and territories in 60 languages, and merchandise for sale in more than 200 countries and territories on all seven continents. NBA rosters at the start of the 2023-24 season featured a record 125 international players from 40 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with more than 2.3 billion likes and followers globally across all leagues, team and player platforms. NBA Cares, the NBA's global social responsibility platform, partners with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.

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