

Hisense brings its largest showcase to CES 2025 featuring smart innovations

Visit the Hisense booth from January 7-10 in LVCC, Central Hall Booth 16625 to experience the latest in smart cities, automotive, medical, display technologies and more

Suwanee, GA (Dec. 18, 2024) – Hisense, a global technology leader, is set to display its largest and most ambitious showcase at CES 2025 under the theme *AI Your Life*. This year’s exhibit highlights Hisense’s evolution from a trusted consumer electronics brand to technology leader with products that make everyday life smarter, more efficient, and more connected. From optimizing urban infrastructure to advancing automotive safety and medical innovation, Hisense is reaching new heights to enhance everyday living with product categories including:

Hisense Smart Cities: Optimizing Traffic Flow, Streamlining Public Transit, and Creating Efficient Urban Networks

As cities grow more complex, Hisense’s Urban Governance Platform offers a transformative approach to city management. Showcasing at CES for the first time, the platform utilizes an advanced proprietary AI chipset and big data analytics to optimize traffic flow, streamline public transit, and create efficient urban networks—while addressing critical areas like disaster prevention, public safety, and operations management. This interconnected system enables cities to dynamically adapt to real-time conditions, ensuring smooth operations and improved quality of life for their citizens.

In smart cities like Qingdao, Hisense’s governance platform is already in action—train schedules automatically adjust during rush hour, traffic lights adapt based on pedestrian flow, and bus routes optimize in real time to meet demand. These systems work seamlessly in the background to make a profound difference in daily life. By leveraging intelligent systems and cutting-edge computing power, Hisense helps urban areas operate more efficiently and intuitively, supporting cities that work around people’s lives rather than the other way around. The CES show floor provides a perfect stage to demonstrate how Hisense’s vision is turning this future into a reality.

Hisense Smart Automotive Technology: Powering Safer, More Connected Driving Experiences

At CES 2025, Hisense's automotive showcase highlights its commitment to delivering intelligent, integrated solutions that redefine mobility by blending safety, connectivity, and innovation. Building on its leadership in the display market, Hisense is driving innovation in the automotive industry with cutting-edge Smart Automotive Technology. From laser holographic HUDs to panoramic projection displays and exterior lighting projection systems, Hisense powers safer, more connected driving experiences. Following its 2021 acquisition of Sanden, a world-leading supplier of air conditioning compressors and systems, Hisense has seamlessly integrated these advanced solutions into intelligent connected vehicles.

Hisense Smart Medical: Advancing Healthcare Through Cutting-Edge Display Innovation

Expanding its legacy of award-winning display technology, Hisense is transforming healthcare with advanced imaging solutions that bring precision and clarity. By integrating its renowned picture technology, including Mini-LED backlighting and 4K Ultra HD resolution, Hisense is addressing critical needs in surgical environments, diagnostics, and teaching. Innovations such as the HME8C32U endoscope monitor deliver unparalleled accuracy, vibrant color reproduction, and superior visibility to enhance patient outcomes and support medical professionals in their most critical work. Hisense's medical displays represent the next frontier in healthcare technology, where intelligent systems and cutting-edge visuals work together to improve efficiency and redefine what's possible in modern medicine.

AI Your Life at Hisense's CES 2025 Booth

At CES 2025, Hisense invites attendees to immerse themselves in the AI Your Life theme through interactive activations and technology demonstrations. From sports and art to gaming-focused experiences, Hisense's booth showcases how AI transforms the way we connect with what we watch, play, and experience. Whether it's the exhilaration of a last-minute basket, the nostalgia of a beloved movie, or the intensity of a high-stakes penalty kick, Hisense AI works seamlessly in the background to enhance every moment, creating an effortless and enjoyable experience. Attendees can also participate in the Hisense Passport program, visiting designated stations throughout the booth to engage with cutting-edge technology and earn a custom prize upon completing their journey.

But it doesn't stop there. Hisense's award-winning displays, already a leader in redefining home

entertainment, will take center stage with exciting unveilings. From the versatile ULED lineup to the innovation of ULED X, Hisense has pushed the boundaries of display technology, delivering breathtaking visuals and immersive sound. This year, Hisense will redefine entertainment—creating experiences that immerse viewers like never before.

Visit Hisense at CES in Central Hall Booth 16625 of the Las Vegas Convention Center (LVCC), for live and self-guided demonstrations of these new products and innovations. To learn more about Hisense at CES 2025, visit www.Hisense-USA.com/CES-2025 and follow #HisenseCES2025 on [Facebook](#), [YouTube](#), [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 FIFA Club World Cup 2025, 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, a testament to the company's commitment to superior product quality and the best user-centric experience.

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