



## **HISENSE KICKS OFF ITS FIFA CLUB WORLD CUP 2025 “OWN THE MOMENT” CAMPAIGN TO CELEBRATE THE WINNING SPIRIT**

**SUWANEE, GA (May 14, 2025)** – [Hisense](https://www.hisense.com), a leading brand in global consumer electronics and home appliances, today kicks off its “Own the Moment” campaign to celebrate the joy of bringing people together to amplify the joy in their lives. As an Official Partner of the FIFA Club World Cup 2025™, Hisense is hopeful that the “Own the Moment” campaign will demonstrate the global company’s commitment to innovation and technology and the pursuit of the winning spirit in its journey to become a world-class brand.

Hisense has a long history of celebrating the “beautiful game”. Prior to being an Official Partner of the FIFA Club World Cup 2025™, it has been a global sponsor of two FIFA World Cups™ and a partner for three UEFA European Championships. The collaboration with FIFA and the “Own the Moment” campaign highlights how Hisense’s state-of-the-art, innovative products and technologies are enhancing special moments for soccer lovers worldwide.

For example, fans can experience all excitement on the pitch and the energy of the stadium from the comfort of their living rooms with the Hisense 100” U7 TV and the Hisense C2 Ultra Projector. The ultrasmooth, rich colors and deeply immersive audio-visual performance of the Hisense 100”

U7 TV and the vivid colors and razor-sharp details of the C2 Ultra Projector bring the tournament action to life. It's as though you're watching from the best seat in the stadium.

Thirsty sports fans will love the PureFlat Smart Series Refrigerator, which includes a convenient ice and water dispenser. And it can hold plenty of snacks to feed friends and family who gather to watch their favorite teams play. The Hisense Uni Series Air Conditioner lets users stay cool and stay focused on the game, as its Smart Eye and TMS control systems automatically adjust temperature, humidity, airflow speed and direction based on occupant movement.

Click [here](#) to "Own the Moment" together.

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### **About Hisense**

Hisense, founded in 1969, is a globally recognized leader in home appliances and consumer electronics with operations in over 160 countries, specializing in delivering high-quality multimedia products, home appliances, and intelligent IT solutions. According to Omdia, Hisense ranks No. 2 worldwide in total TV shipments (2022-2024) and No. 1 globally in the 100-inch and over TV segment (2023-2024). As the first official partner of the FIFA Club World Cup 2025™, Hisense is committed to global sports partnerships as a way to connect with audiences worldwide.

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