

Hisense Introduces Professional B2B Display Series at InfoComm 2017

New 4K and full HD models offer industry-specific technologies for commercial installations

SUWANEE, Ga., June 14, 2017 /PRNewswire/ -- Hisense, a multinational consumer technology leader and one of the largest global television manufacturers, today announced its new line of professional quality 4K and full HD displays designed for the B2B market. The professional B2B display series offers reliable, high-performance, simplified, yet effective displays optimized for digital signage and presentation applications.

Hisense's Prosumer Connected TV line, including the 4K U1600 and FHD F1600 series, is a picture-perfect solution for small to mid-sized businesses. The new lineup is specifically designed for digital signage, such as menu boards, retail advertising and navigation, as well as audio/video presentations in classrooms, conference rooms, houses of worship and more.

"As we further our expansion into the U.S. market, we are continuing to explore ways to broaden display innovations for both B2C and B2B applications," said Jerry Liu, CEO of Hisense USA Corporation. "This is a great start and we are excited to introduce larger screen sizes, ProAV interactive displays, video walls and venue signage for businesses in 2018."

The Hisense 4K U1600 Prosumer Connected TV series will be on display at InfoComm 2017 (Almo booth #C3161/W208A).

Hisense U1600 4K Prosumer Connected TV

- 4K 2160p resolution with 10-bit colorimetry
- HDR* compatible
- Bidirectional RS-232 Control and Status
- Discrete IR Control
- Built-in USB/LAN Media Player
- Heavy Duty 18/7 Power Supply
- 3 Year Warranty
- Size options:
 - 75"
 - 65"
 - 55"

Hisense F1600 FHD Prosumer Connected TV

- 1080p resolution with 8-bit colorimetry
- Bidirectional RS-232 Control and Status
- Discrete IR Control
- Built-in USB/LAN Media Player
- Heavy Duty 18/7 Power Supply
- 3 Year Warranty
- Size: 55"

**HDR viewing experience will vary by model, content availability and internet connection.*

About Hisense USA Corporation and Hisense Company, Ltd.

Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Hisense USA offers an innovative range of technology products that disrupt the consumer electronics industry, challenge the competition and provide significant value to consumers. Manufactured and distributed across North America, Hisense USA's product portfolio includes televisions, refrigerators, air conditioners, dehumidifiers, beverage coolers and freezers.

Hisense Company Ltd. is multinational consumer technology manufacturer and one of the largest television brands in the world. The Company is committed to advancing the consumer technology industry across North America and has dedicated R&D centers in Atlanta, Georgia; San Jose, California; and Toronto, Canada to enable localized product development and innovation.

Hisense products are available globally in over 130 countries and regions, with production facilities in China, Mexico, South Africa and Czech Republic, as well as sales offices across North America, Europe, Australia, Middle East, and Southeastern Asia.

www.hisense-usa.com and global.hisense.com

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