IFA 2019
Global Press Conference

Julian Lietzau
Marketing Director
Hisense I Gorenje DACH
75U9E
U9 ULED series

A quantum leap toward what’s next.
75U9E
Features

- 8K resolution
- 33,177,600 pixels
- 5,376 local dimming zones
75U9E
Features

- Real-time AI backlight control/picture enhancement
- Quantum Dot Wide Color Gamut
- 8K Super Resolution Upscaler
At four times the resolution of 4K, 8K is the next step in picture quality. With 33,177,600 pixels it is one of the highest resolution TVs made today.
Prime Array Backlight technology positions it as the first and only display with 5,376 local dimming zones. Together with Quantum Dot Wide Color Gamut, these breakthrough technologies deliver unsurpassed control over contrast and color.
It is only natural that the U9 is our most impressive ULED TV. Showcasing a collection of exclusive ULED software and hardware technologies, Quantum Dot Wide Color Gamut creates a viewing environment alive with rich, vibrant colors. To further heighten the experience, PQ-enhancing and tuning algorithms deliver unrivaled 4K HDR contrast range and strikingly realistic images by continuously controlling over 5,000 local dimming zones and up to 2,000 nits of brightness. It all comes together in the Hisense U9.
Hisense

**PureFlat** series
BCD486W

Pure Flat, Pure Life
Design Overview

- Black Steel
- Sleek Water Dispenser
- Soft LED Lighting
- Metal Cooling
- Dual-Tech Cooling
- Door Balcony
- Moisture Fresh Box
- My Fresh Choice (-20 °C ~ 5 °C)
- Automatic Ice Maker
- Super Freeze
So Sleek, So Harmonious
Flat Door and Perfect Width Design

Flat door, zero radian. For a sleek and smooth appearance in any room.

Minimalist and kitchen-matched design
Bring a Seamless Look
Counter Depth

Flat door design evenly fits in every kitchen. No overlapping edges or handles due to optimized counter depth.

Minimalist and kitchen-matched design
Concise and User-friendly

Recessed Handle with Brushed Design

Integrated handles allow easy opening of the doors.

Brushed design for a uniform look.
Hisense

Official Partner of
Authorized Brands & Product Categories:

- Hisense & Gorenje
- TV, Refrigerators, Freezers, Washing Machines, Smartphones, Tablets, AC and SDA

March – Nov 2019
European Qualifiers for Euro 2020
Dec 2019
EURO 2020 Final Draw
2021
Women´s EURO 2021
European Qualifiers for the 2022 FWC
U-21 Championship 2021
June 2019
U21 Championship 2019
June-July 2020
EURO 2020
2022
UEFA Futsal EURO 2022
Exclusive Sponsoring rights:

- Display of Brand Logos on Scoreboard
- Display of Brand Logos during Fan Festivals
- Advertising Boards during the games
- Official UEFA 2020 Products
- Exclusive Supplier of display technology during UEFA 2020
THANK YOU FOR YOUR ATTENTION!