

Company Philosophy



Vision

To build Hisense for a century and become the most trusted brand in the world



Values

Honesty and integrity, pragmatic innovation, customer first, sustainable operation.



Enterprise Spirit

Respect, dedicated, innovative and efficient.



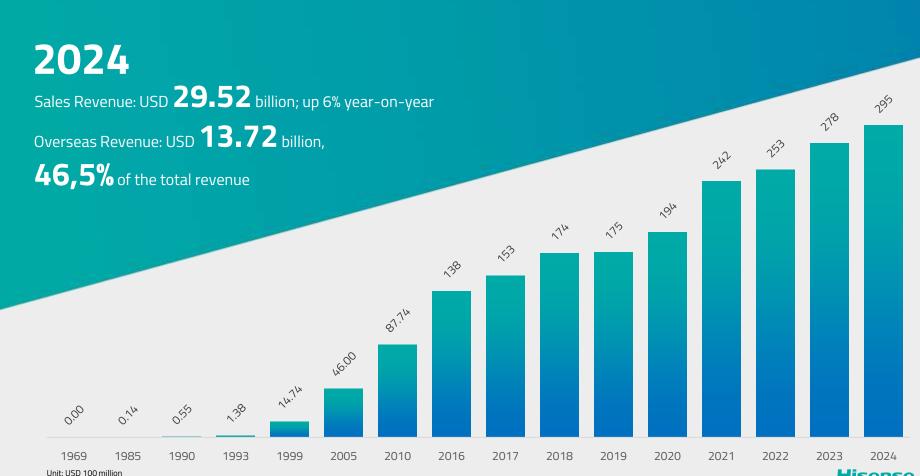
Mission

Committed to technological innovation, improving the quality of human life, and happy hundreds of millions of families.

Hisense

Hisense





Hisense



31 R&D Centers, 36 Industrial Parks and Production Bases Worldwide

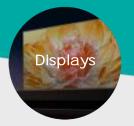
Over 100,000 employees worldwide, including more than 16,000 R&D engineers and technicians























Global

No.2

Hisense TV ranks second in global shipments

Sources: Omdia, AVC Revo, 2024

No.2

Hisense ranks second in the global automotive AC compressor market

Source: IHS, 2023

China

Hisense ranks first in China's TV market In sales volume, revenue and market share Source: AVC omni-channel monitoring data, 2024 No.2

Hisense occupies the second largest share of China's offline refrigerator market

Source: AVC omni-channel monitoring data, 2024 No.1

Hisense occupies the largest share of China's VRF market Hisense occupies the largest share of China's fresh air conditioner market Sources: ChinalOL, AVC, 2024 No.3

Hisense ranks third in China in the export volume of washing machines, with the fastest growth rate in the industry Source: ChinalOL 2024 No.1

Hisense has occupied the largest share of China's Intelligent transportation market for 10 years Source: 7lts Research institute,2022 No.1

Hisense ranks fifth among China's key mold enterprises



Hisense Has Established Itself as A Top Brand in Many Regions and Countries across the Globe



No.1

No.2

No.3

No.3

No.1

No.2

No.3

Hisense



Hisense TVs Hisense Refrigerators

No.1 No.1

Hisense TVs

No.2

Hisense TVs

No.2

Hisense TVs

No.2

Hisense Refrigerators TVs

Hisense Refrigerators Washing Machines Ovens

No.1

No.1





BIG IN SPORTS

Hisense recognizes the need to build its brand through key sporting partnerships. In a range of focused high-profile sponsorships with key sporting events and clubs in various countries, the Hisense brand is quickly building its reputation as a recognized market leader that aligns itself with the world's largest sporting events. These include the Australian Open tennis, NASCAR Xfinity Series, Red Bull Racing FI team, Joe Gibbs Racing as well as the FIFA and EUFA cups since 2016.

Associations:



Clubs:





Tournaments:













Adhering to Long-termism in Practicing ESG, Integrating Low-carbon Principles throughout Corporate Governance and Operations, Making Sustainability A Key Pillar in Building A "Century-old Hisense"

No.1 100+ 17 No.1 The World's First VRF 4 National-level Establishing 17 **Building First and Only** Intelligent Factory Selected by Leading Participation in "Lighthouse Factory" Manufacturing National-level "Zero-carbon Factory" MIIT as One of the First over 100 Green and Low-Single Champion Enterprises **Green Factories** in China's TV Industry carbon Technology **Excellent Intelligent** Standards Development **Factories** and Revision **Achieve Operational Carbon Achieve Operational Carbon Neutrality by No Later Than 2050** Peaking by No Later than 2026

Hisense

Commitment to "Technology for Good, Business for Good" "Hisense Global Charity Day" is Designated Annually on October 19th



Collaborated with FIFA to initiate the "Disappearing Pitch" charity initiative



Recognized by the United Nations for actively taking on social responsibility. Selected as a model case of South–South Cooperation



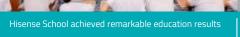
ncluded on the Fortune China ESG Impact List for three consecutive years



UNDP commended Hisense for its achievements in energy saving and carbon reduction

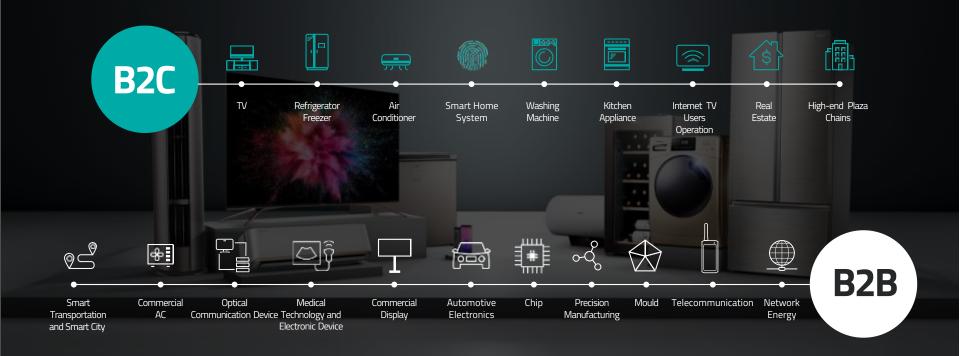


Collaborated with UEFA to launch the "Faith in young champions" charity initiative









B2B DISTRIBUTION

Hisense COMMISCAL

Opening soon:

- Portugal
- France
- Turkey
- Iceland





1st Line Service Managed Fully In-House



Hisense B2B (Local Helpdesk)

Telephone: + *local number*

Email: <u>b2b.country@hisense.com</u>

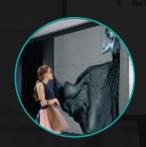
Local after sales service partner

Hisense COMMERCIAL DISPLAY

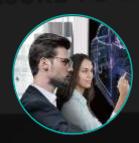
PLEASURE TO MEET YOU



Digital Signage



Video Wall



Interactive Digital Board



High Brightness Signage



LED Solutions



DIGITAL SIGNAGE



Hisense Digital Signage is engineered to cater to a variety of business needs, including public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants, and corporate buildings. Our latest digital signage displays consistently provide powerful engagement, enhance business operations with real-time updates and data-driven insights, and showcase visually captivating content. You can manage and control devices anytime, anywhere, and simplify cable management by connecting multiple displays to a single video output.





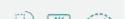


- Landscape & Portrait
- High Brightness 500nit
- Anti-glare coating
- Wireless screen sharing (software feature)
- Failover
- VisionInfo CMS
- Android SOC









DM-Series

32" | 43" | 50" | 55" | 65" | 75" | 86" |100"

4K UHD Digital Signage Display - 24/7

- Landscape & Portrait
- High Brightness 500nit
- Anti-glare coating
- Wireless screen sharing (software feature)
- Failover
- VisionInfo CMS
- Android SOC



4K UHD Digital Signage Display - 24/7

- Landscape & Portrait
- High Brightness 500nit
- Anti-glare coating
- Wireless screen sharing (software feature)
- Failover
- VisionInfo CMS
- Android SOC







GATE OPEN

1683 DELAYED 85 2671 ONTIME BF BEST ON TIME



9.0









Crystal Digital Signage Display 24/7 Operation





DM Series - 4KUHD Digital Signage Display - 24/7 Operation



infocomm Hisense COMMERCIAL DISPLAY

Two Prestigious

BEST OF SHOW **AWARDS!**

from Future publications at this year's InfoComm EXPO!





WM6FE

DP30FE



COMMITED TO CARING



VW25E-Series 46" | 55" Video Wall with 500 Nits

- 500 cd/m²
- **4**6"/55"
- Splice Pitch 3.5mm
- Android 11 / 2+16G
- Daisy Chain Loop HDMI
- System on Chip & Visioninfo
- Support Multiple Interface Ports
- Optimised Colour and Natural Tones
- Intelligent Cooling and Heating System
- Antiglare panel Haze 25%
- 95mm thickness



WINDOW FACING HIGH BRIGHTNESS



WF-Series 49" | 55" | 65" | 75" Window Facing High Brightness

- 2500 / 4500 cd/m²
- Fanless*
- 24/7 (MTBF = 50 000h)
- Android SOC
- Wi-Fi (2,4GHz)
- Landscape & portrait
- Slim Metal Housing < 57 mm
- Slim Metal Bezel 15,3mm
- Light & Temperature Sensor
- Overheating protection
- Dust & humidity protection IP5X



9.0



WINDOW FACING HIGH BRIGHTNESS





WH-Series 55" Window Facing High Brightness

- 4K UHD Resolution
- 4000 cd/m²
- Lower Power Consumption
- Android 11 / 2+16G
- System on Chip & Visioninfo
- Visible with Polarized Sunglasses





INTERACTIVE DIGITAL BOARD _



Hisense Interactive Display solutions deliver unrivalled performance and market leading value. Combining the power of a digital display, tablet, electronic whiteboard and video conference device, Hisense delivers the ultimate all-in-one display solution. Superior processors and the latest touch technology provide best-in-class user experiences while seamless wireless integration makes collaboration both simple and engaging. The NEW GoBoard and GoBoard Live displays features Google Certification and Android 13 operating system.

GoBoard Live

Advanced Interactive Display with Integrated 4K Camera



GoBoard Advanced Interactive Display



GoBoard Pro

Advanced Interactive Display With Upgraded Brightness and Storage



DE-Series 65" | 75" | 86"

GoBoard - World's 1st EDLA certificated IFPD

- Google Solution built-in
- Android 13.0
- 4K Ultra HD+4K III
- 50W Speakers
- Dual-WiFi
- PD65W: Front USB type-C
- Wi-Fi Dongle: USB type-C (optional)
- Palm Rejection
- Eye Comfort
- Dolby Atmos
- Quatro Sense
- VisionInfo CMS









Native Apps





























INTERACTIVE DIGITAL BOARD ___



The LiteBoard features a class leading digital whiteboard coupled with 4K Ultra HD picture quality for a premium user experience in any environment. The new 86X1EE uses a true operating system-free design to ensure the security of your information, making it simple and easy to operate. It seamlessly interfaces with computer modules, providing large interactive display services for both Google and Windows platforms.



LiteBoard

86X1EE 86"

LiteBoard - Flexible & Secure Touch Display

- Energy Saving
- Operating system-free design
- Simple and Easy to Use
- Zero Bonding
- 400nits Brightness

INTERACTIVE DIGITAL BOARD _



Hisense Interactive Display solutions deliver exceptional performance and market leading value. Combining the power of a digital display, tablet, electronic whiteboard and educational tools, Hisense delivers the ultimate all-in-one display solution. Smart OS and ecological abundance, provides best-in-class user experiences while seamless wireless integration makes collaboration both simple and engaging. The NEW GoBoard features the Google Play Store, Android 14.0 operating system and an optimized smart whiteboard to empower your educational activities.



3FE-Series 65" | 75" | 86"

GoBoard - Android 14

- Google Solution built-in
- Android 14.0 EDLA Certified
- 4K Ultra HD+4K UI
- 400 Nits
- 50W Speakers
- Pluggable WiFi Module
- PD65W: Front USB type-C
- Wi-Fi Dongle: USB type-C (optional)
- Eye Comfort
- Dolby Atmos
- Quatro Sense
- VisionInfo CMS











































LED ALL IN ONE SERIES

Hisense LED display solutions are designed to elevate your visual communication across any environment. Whether enhancing customer experiences in retail spaces, providing critical information in transportation hubs, or creating stunning visuals for events and public spaces, our LED displays deliver unparalleled performance and reliability. With flexible installation options our solutions ensure seamless integration and ease of use, helping you captivate and inform your audience effectively.



HAIO108DE

108" COB LED All-in-One

HAIO136DE

136" COB LED All-in-One

HAIO163DE

163" GOB LED All-in-One

HAIO-Series 108" | 136" | 163" All-In-One LED

- Ultra Picture Quality Chip
- Smart Display
- Stereo Surround Sound
- Flexibility
- Energy Saving
- Automatic PQ Adjustment
- Simple Precise Design
- Hisense ASIC Solution Built-in
- Quick Installation







LED INDOOR SERIES







54DS P 1.2/1.5

55" Indoor LED Video Wall Display

- Accurate Colour
- Quick Installation
- Bezel-less Tiling and Splicing
- Integrated Controller up to 4x4
- Contrast: 25,000:1
- Lifetime: 100,000hrs
- Refresh Rate: 3840Hz
- GOB for durability and efficiency
- Super Energy Saving

XIM-Series P 1.86/2/2.5/3/4 Indoor LED

- Ultra Light and Slim
- Wide Viewing Angle
- Quick Installation
- Seamless Splicing
- Corner Protection

XIH-Series P 0.93/1.25/1.56 Indoor LED

- Black Coating Technology
- Better Protection
- Automatic PQ Adjustment
- Extremely Reliable
- Quick Installation and Easy Maintenance

LED SOLUTIONS _____

Hisense COMPRENE

LED INDOOR SERIES - 54DS





TCO

	LED - 55XIM015	VW - 55L35B5U
Max brightness	1000	500
Max Power (W)	350	240
Average Brightness	600	500
Average Power	124	240
kWh/day	2.976	5.760
Expected Lifetime (hrs)	100,000	50,000

	Actual Cost Netherlands March 2025			
Electricity Costs	€ 0.32	per kWh		

5 years

Units required 5 yrs		4		4
Cost Unit	€	2,000.00	€	1,000.00
Cost (kWh/5yrs)	€	1,737.98	€	3,363.84
TCO 5 years	€	14,951.94	€	17,455.36

10 years

Units required 10 yrs		4		8
Cost Unit	€	2,000.00	€	1,000.00
Cost (kWh/10yrs)	€	3,475.97	€	6,727.68
TCO 10 years	€	21,903.87	€	61,821.44



LED OUTDOOR SERIES





- Cabinet Size: 960x960mm
- Bright and Vivid Images
- Neat and Clean Screen
- Front and Rear Access
- EMC Anti-Interference
- Lightweight Design
- Refresh ratio: 1920-3840Hz





- Cabinet Size: 500x500mm/1000mm
- Quick Installation
- Up to 16Bit Colour Depth
- EMC Anti-Interference
- Front and Rear Access
- Wide Viewing Angle
- Refresh ratio: 3840Hz



SP-Series

P 10

Outdoor LED

- Cabinet Size: 1280x960mm
- Front and Rear Access
- Dual Power Backup
- Flexible Laminated Protection
- Accurate Colour
- Intelligent Detection
- Refresh ratio: 3840Hz

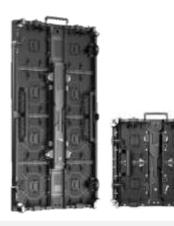


LED RENTAL SERIES



RIL-Series P 1.953/2.604/2.976/3.91 Indoor LED

- Cabinet Size: 500x500mm/1000mm
- Quick installation
- 600nits
- Contrast ratio ≥4000:1
- Die-casting Aluminum
- Viewing Angle 150°/140°
- Refresh ratio: 7680Hz



RNM-Series
P 1.953/2.604/2.976/3.91
Indoor Rental LED

- Cabinet Size: 500x500mm/1000mm
- Quick installation
- 1100nits
- Contrast ratio ≥4000:1
- Die-casting Aluminum
- Viewing Angle 150°/140°
- Refresh ratio: 7680Hz





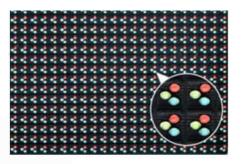
ROM-Series P 2.604/2.976/3.91/ Outdoor Rental LED

- Cabinet Size: 500x500mm/1000mm
- Quick installation
- 4500nits
- Contrast ratio ≥4000:1
- Die-casting Aluminum
- Viewing Angle 150°/140°
- Refresh ratio: 7680Hz

LED MODULE PACKAGE

Hisense COMMISCAL

CLASSIFICATION AND DEFINITION















DIP

Definition: DIP package is the abbreviation of dual inline pin package, commonly know as plugin display screen.

Pros: Wide vision angle, high brightness and good heat dissipation.

Cons: Large pixel pitch, currently the smallest in the p6

SMD

Definition: SMD is short for Surface Mounted Devices

Pros: Large vision angle, better display image, small pixel pitch, suitable for indoors

Cons: The heat dissipation is not good enough

COB

Definition: COB is a new packaging to attach the bare chip to the PCB with conductive adhesive.

Pros: Smaller pixel pitch, better protection, longer life time.

Cons: Difficult to make, inconvenient to maintain

GOB

Definition: GOB is a technology that employs a new type of glue to encapsulate LED modules

Pros: Highly Protective against moisture, water, impact and UV/

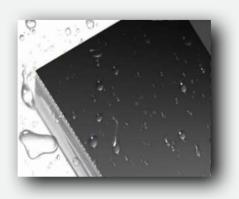
Cons: Difficult to make, inconvenient to maintain



OF COB TECHNOLOGY (COB VS SMD)

Better Protection

Compared to SMD packaging, COB chips are sealed to protect important electronic devices.



Deep Dark

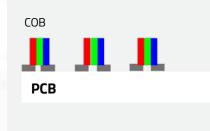
Cob products are sealed with black epoxy resin on the surface which guarantees a uniform color.





Heat Dissipation

COB has a short thermal conductivity path, because the LED directly connected to PCB. So it has fast head dissipation.





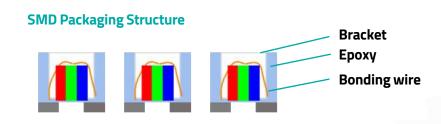


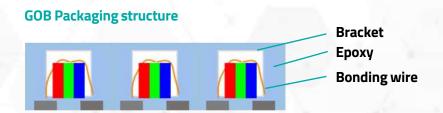
SMD (Surface Mounted Devices) packaging:

The chip of the component is directly soldered onto the surface of the circuit board, and the pins of the component do not pass through the circuit board. Instead, a network of pins is formed on the surface of the circuit board and soldered onto the circuit board. This packaging method is also known as surface mount.

GOB (Glue On the Board) Lamination:

GOB process is a new type of optical thermal conductive nano filling material that uses a special process to package and matte the PCB board and SMD lamp beads of conventional LED display screens, achieving a matte effect on the surface of LED display screens, enhancing the waterproof, dustproof, and anti-collision capabilities of existing LED display screens, and effectively achieving the conversion of display point light sources from surface light sources, resulting in softer luminescence.





COMMERCIAL LASER PROJECTION ___



P75

Hisense commercial laser projector has 4K UHD resolution, excellent color consistency, stable long-time operation and superb calibration capability. It is suitable for academic lecture halls, exhibition halls, corporate showroom, museums, medium-sized meeting rooms and other scenarios.



P75

4K UHD Commercial Laser Projector

- 7500 lumens
- 24/7 (MTBF = 25 000h)
- Throw Ratio 0.63:1
- Geometric Keystone Correction
- **■**60"-300"
- Refresh Rate up to 240Hz
- 2500 / 4500 cd/m²
- Wi-Fi (2,4/5,0GHz)
- Colour Calibration through HSG fine-tuning
- Blending, fusing and splicing images

CONTENT MANAGEMENT SYSTEM _









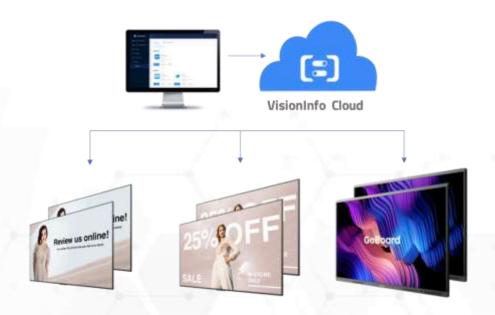


CONTENT MANAGEMENT SYSTEM ____



LED INDOOR SERIES

VisionInfo from Hisense is our cloud-based digital signage software which is flexible, cost-effective, and infinitely scalable for users. VisionInfo includes a comprehensive CMS solution and advanced remote display management features. It provides users the freedom to edit and publish content while ensuring it looks great across all displays in a system. It is a powerful, effective and easy to use tool to manage content and control your displays at anytime from anywhere.





Key Features

- Web browser editor UI
- Drag-and-drop visual editor
- Supports website integration
- Supports live streams
- Supports Office documents and PDF's
- Supports Widgets
- 4K resolution playback
- Offline content playback
- Program preview and publish approval
- Advanced program scheduler
- Custom template layouts
- Playback statistics



MOBILE DEVICE MANAGEMENT



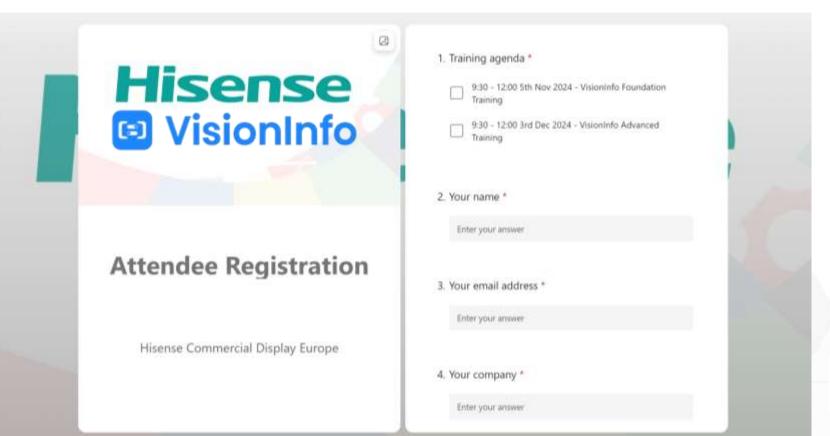
VisionInfo

Key Features

- View the status of remote displays online/offline, CPU and memory running status
- Real-time display control power off, screen sleep/ wake up, reboot, switch signal source, screen lock/ unlock, USB disable/enable
- Remote desktop real-time monitoring
- Scheduled tasks to control displays power On/ off, screen sleep/wake up
- Remote software management APP installation and uninstallation, remote OS Upgrade
- Display usage statistics



TRAINING



LINK TO REGISTER



CMS Mediaplayer - Make any device VisionInfo compatible!

VisionInfo



A10 Mediaplayer VisionInfo Set Top Box

- AOSP 11
- **24/7**
- **■**SOC
- Up to 4Kp60
- WiFi and LAN for Live Content & Monitoring
- HDMI, LAN, Optical USB & MicroSD Card
- OTA Supported for Software Updates
- HDMI CEC for Device Control











GoClick HT002A/5E/7E WiFi Dongle for Interactive Displays

Connect it to your laptop and with a single button press, the content will be instantly displayed on the whiteboard through fast and stable streaming (iOS, Android, Windows and Mac supported simultaneously).

Available in both USB-A and USB-C.

IDB Mobile Cart WH3309-SK/LK for 55"to 86"



OPS Windows Module
With i5 and i7 options, Win 10 Enterprise or Win 11



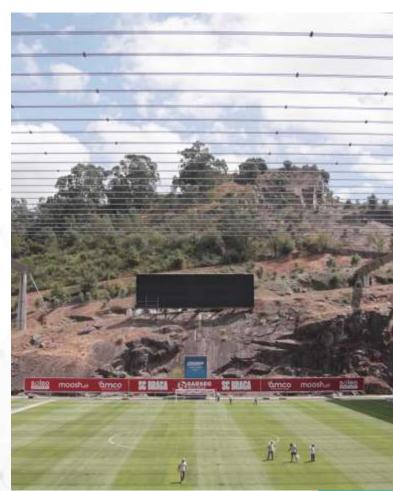








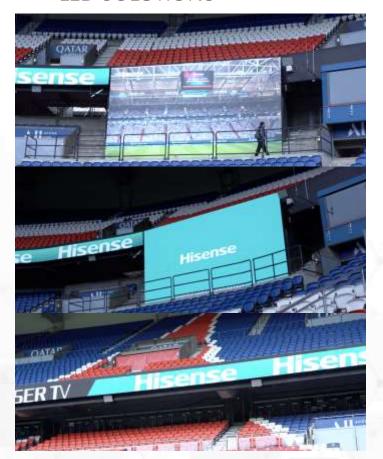




REFERENCES _____



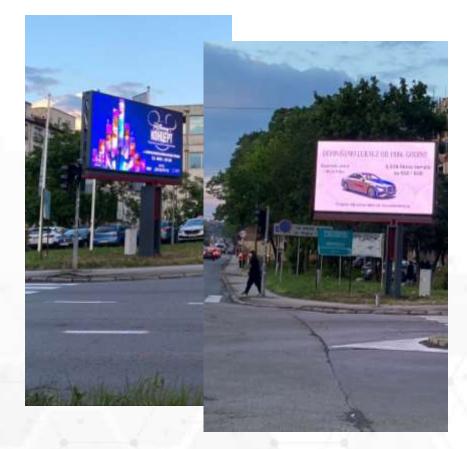
LED SOLUTIONS





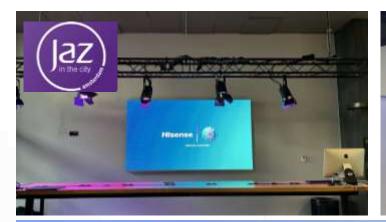


LED SOLUTIONS





LED SOLUTIONS













DIGITAL SIGNAGE IN QSR AND RETAIL























QSR DMB (Digital Menu Boards) Project

- 32/49BM66AE x1200
- 5-8 Units per store
- CMS Signage Software



QSR project - 32BM66AE x 70





- 46L35B5U x6 per store
- 46L35B5U x3 per store

43BM66AE x5 per store



QSR DMB Project

- 49BM66AE x300
- 5-8 Units per store
- CMS Signage Software



QSR project 65B4E31T x 10



ARBUCKS



Retail DMB Project

- 43BM66AE x1800+
- 43B4E31T x200
- SoC with WAVE (CMS) Signage Software



Retail project 55L35B5U x 220



Retail Digital signage and Window facing project

32BM66AE

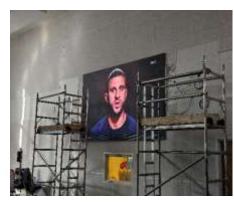
QSR DMB Project

- 43BM66AE
- 55BM66AE
- 75" Window Facing



















HIGH BRIGHTNESS & VIDEO WALL







GREENSTAT



HIGH BRIGHTNESS & VIDEO WALL









HIGH BRIGHTNESS & VIDEO WALL







DIGITAL SIGNAGE











INTERACTIVE DIGITAL BOARD











