

Hisense

Going Out is Overrated: Cord Cutters Celebrate as Hisense Adds TikiLIVE, XUMO and iTalkBB to its Smart TV Roster Just in Time for Summer

Fast, easy and customizable - the Hisense Smart TV platform makes access to live content a priority, while Qview allows for easy media sharing

SUWANEE, Ga., July 26, 2017 /PRNewswire/ -- Hisense, the multinational consumer technology manufacturer and one of the largest television brands in the world, unveiled today three new live content providers for its easy-to-use, proprietary Smart TV platform: TikiLIVE, XUMO, iTalkBB. Hisense also announced the launch of its new media sharing application, Qview.

"The addition of TikiLIVE, XUMO and iTalkBB to our extensive app library truly enhances our ability to provide live, cord-cutting viewing experiences," says Mark Viken, Vice President of Marketing at Hisense US. "Above all, we designed the Hisense Smart TV platform to bring consumers back to the living room to enjoy their favorite shows on large high quality TVs."

Hisense's new offerings will provide even more reasons to enjoy TV this summer, thanks to even easier 4K and FHD cord-cutting solutions for content streaming consumers.

TikiLIVE offers premium TV channels, video on demand (VOD) and commercial-free music stations to millions of its members per month. TikiLIVE delivers a robust, cable-like experience without the high-price, disadvantages or long-term contracts. With more than 200 channels and thousands of episodes of VODs, the platform features a wide variety of live premium programming that includes sports, news, drama, lifestyle, travel, comedy and indie productions that can be easily surfed using TikiLIVE's Programming Guide.

XUMO is a one-stop destination for free, live and on-demand streaming entertainment. With over 100 different channels to choose from, XUMO features a wide variety of genres, including music channels, breaking news, epic fails, stand-up comedy, sports news coverage and more. The application allows consumers to live stream channels and shows or watch popular videos on-demand. Most importantly, XUMO offers a premium lineup of channels not otherwise found in cable.

iTalkBB is one of the most popular brands in the North American Chinese TV market, providing users with high-quality TV services, including live channels like CCTV, Phoenix and ETTV; thousands of series, shows, movies and much more. With free VOD and DVR features, Hisense users will now be able record all their favorite iTalkBB shows with ease.

Qview, Hisense's proprietary media sharing application, can be downloaded on Android or IOS mobile devices and enables watchers to view photos and videos on a Hisense 43" or larger TV display. Unlike other second screen sharing applications, Hisense's Qview makes sharing photos and videos more convenient by allowing up to 10 connected users to take turns sharing and displaying content from mobile or tablet devices on their TVs.

Smart TV – Evolved

As part of this ongoing evolution, the Hisense Smart TV platform boasts some of the fastest launch times

and one-button access to the most popular apps like Netflix, Amazon Video, YouTube and Vudu from specialized one touch remote control buttons. The built-in 4K Now app aggregates 4K content to make finding high quality 4K UHD movies, TV shows and videos easier than ever.

The platform features a flat-tabbed design style that flows easily from one button to the next, and its linear rotation is easy to navigate and operate. Additionally, the platform is customizable, giving users the option to combine channels, apps and inputs onto a single launch bar or to sort icons and apps by personal preference. Hisense's Smart TV platform also boasts an Opera web browser in every Smart TV. The introduction of new content partners is an example of an ongoing evolution of the Hisense Smart Platform. As one of only three TV manufacturers that designs its own proprietary Smart TV platform, Hisense is intensely focused on creating the easiest and best smart TV user experience with the most popular entertainment.

TikiLIVE, XUMO, iTalkBB and the above features are now available to a wide variety of Hisense Smart TV users.

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 Corporation 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 Corporation'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, holding the #3 TV share position globally** and #1 TV share position in China for 14 consecutive years. The Company is committed to advancing the consumer technology industry across North America and has dedicated R&D centers in Atlanta, GA; San Jose, CA; 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, South Africa, Czech and Mexico, as well as sales offices across North America, Europe, Australia, Middle East, and Southeastern Asia.

In recognition of its strong product offerings, aggressive expansion strategies, global client base and continued investment in research and development, Frost and Sullivan recognized Hisense with the 2015 Global Competitive Strategy and Innovation Leadership Award in Smart TVs.

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