



## 4K ULED

Sure, it's great for Netflix, the big game and the real housewives of wherever. But the U7G is made for the gamers. It's got our exclusive ULED technologies, 4K resolution, Quantum Dot Color, Dolby Vision HDR, Full Array Local Dimming zones and Android TV operating system. On top of all that, we added a 120Hz Native panel for smoother, more fluid motion and HDMI 2.1, Variable Refresh Rate and Auto Low Latency Mode for gaming that looks sick, even if you suck. The U7G also has up to 1,000 nits peak brightness, which makes HDR 'pop' and means the picture is lit no matter how bright the room. All this looks great on paper. Now think how much better it would look on this TV.

Hey Google. Android TV™ opens the door to more than 700,000 movies and shows, plus video streaming from Netflix, Prime Video, Disney+, Hulu, YouTube and more. All available using your voice as the remote control. No need to press buttons on the actual remote. Android TV™ also comes with Google Assistant, so you can find the latest blockbuster, check the score of the big game and even dim the lights\* without leaving what you're watching. The U7G. It's the best of TV, instantly.

### 4K ULED™

Like 4K great, but better. The 55U7G has our exclusive ULED technologies. They boost color, contrast, brightness, motion... we could go on. It's the TV your old TV wants to be.

### Quantum Dot Wide Color Gamut

See over one billion shades. Quantum Dot produces purer, richer, more brilliant and accurate colors than a regular LED TV. We could get into how it works. But it's a lot easier to say it makes every day look like the 4<sup>th</sup> of July.

### Ultra Motion and 120Hz Native refresh rate

Ultra Motion removes the digital 'noise' that can affect moving objects. Whether it's a bird, a plane or the man of steel, everything you see is exceptionally clear. Blurred lines? Not on this TV, the 120Hz native refresh rate means smoother gaming with pictures that keep up with your play.

### Dolby Vision™ • Dolby Atmos®

Dolby Vision HDR picture and Dolby Atmos sound are cinema technology for your home. They provide amazing realism you can see and hear in every scene.

### IMAX Enhanced

IMAX Enhanced brings the cinema experience home. It combines digitally remastered 4K HDR content and DTS audio technologies with the best consumer products and streaming platforms. Built for people who want a more premier, at-home experience.

### Peak Brightness/Full Array Local Dimming Zones

Let's start with the science. Screen brightness is measured in nits. One nit is the same brightness as one candle. So the higher the nit rating, the brighter the screen. The average TV is 250-350 nits. Anything over 500 nits is extremely good. This is up to 1,000 nits peak brightness across 72 local dimming zones. You get the picture. A picture that's brighter and perfectly lit in any light condition.

### Game Mode Pro

All the most advanced gaming tech, all in this TV. HDMI 2.1 inputs recognize gaming sequences to automatically adjust settings for smooth, uninterrupted play. The automatic low-latency mode (ALLM), variable refresh rate (VRR) and FreeSync minimize input lag, screen jitter, and frame tearing. So your gaming looks sick even if you suck.

### Hands Free Voice Control

Put down the remote. Change the channel, find the latest movie, stream your favorite video and more with your voice. The quicker, easier way to find whatever you want to watch.

### Voice Remote

The backlit voice control makes controlling your TV easier. Open apps, turn the volume up or down, search for your favorite shows. And if the actual remote goes missing, use the buttons on the TV to activate 'Find My Remote'. Five bucks says it's down the back of the couch.

### Google Assistant

The Google Assistant\* is built into Android TV. Tell it to turn on the lights, change the thermostat, add stuff to your grocery list, or just play that video of your friend falling over for the millionth time. And with universal search, you can even get recommendations with Android TV.

### Works with Alexa

The U7G works with Alexa through any of your Alexa-enabled devices. Just ask Alexa to switch the TV on or off, change channels and lots more.

\*Google Assistant-compatible products required to use voice commands

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

## TECHNICAL SPECIFICATIONS

DIMENSIONS/WEIGHT	
TV Dimensions (without the stand)	48.3 × 28.2 × 3.5 inches
(with the stand)	48.3 × 30.6 × 10.1 inches
TV Stand Width	36.2 × 10.1 inches
TV Weight (without the stand)	32.4 lbs
(with the stand)	33.1 lbs
Carton Dimensions (WxHxD)	53.6x32.3x5.7 inches
Shipping Weight	44.1 lbs
DISPLAY	
Actual Screen Size (Diagonal)	54.6 inches
Screen Class	55 inches
Screen Type	LCD
TYPE OF TV	
Smart TV	Yes (Android TV)
App Store	Yes (Google Play App Store)
PICTURE QUALITY	
Screen Resolution	4K ULED, 3840x2160p
Local Dimming	Yes, 72 zones
Peak Brightness	Up to 1000nits
Wide Color Gamut	Yes, Quantum Dot
Motion Rate	480
Aspect Ratio	16:9
HDR*	Yes (Dolby Vision/HDR10/HDR10+/HLG)
Backlight Type Source	Full Array
AUDIO	
Audio Output Power (Watts)	10Wx2
Dolby Atmos	Yes
IMAX Enhanced	Yes
LANGUAGES	
On-screen Display	English/French/Spanish
POWER	
Power Consumption	190W
Standby Consumption	<0.5W
Power Supply (Voltage/Hz)	AC 120V, 50/60Hz
CONNECTIVITY	
Wi-Fi Built In	Yes (802.11ac 2.4GHz/5GHz)
Bluetooth®	Yes
PORTS	
HDMI	4 (2 HDMI2.1 + 2 HDMI2.0)
HDMI CEC, HDMI eARC	Yes
Ethernet (LAN)	1
USB	1 USB3.0 + 1 USB 2.0

RF Antenna	1
RCA Composite Video Input	1
L/R Audio Input for Composite	1
Digital Audio Output	1 Optical
Earphone/Audio Output	1
OTHER FEATURES	
Noise Reduction	Yes
Parental Control	Yes
Closed Caption	Yes
Sleep Timer	Yes
Google Assistant	Built-In
Alexa	Works With
Chromecast	Built-In
Web Browser	Yes
MEMC	Yes
Hands Free Voice Control	Yes (On/Off Privacy Switch)
Remote Finder	Yes
4K Upscale	Yes
WALL MOUNT	
VESA	300 × 200 / M6
ACCESSORIES	
Remote	Yes (Voice Remote w/ backlight)
Quick Start Guide and/or User Manual	Quick Start Guide is in the box/ User Manual is available online
Power Cable	Yes
WARRANTY/UPC	
Warranty	1 year
UPC Code	888143010410

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

All product, product specifications, and data are subject to change without notice to improve reliability, function, design or otherwise. ©2020 Hisense USA, All rights reserved

Hisense USA Corporation  
7310 McGinnis Ferry Road, Suwanee, GA, 30024 1-888-935-8880  
www.hisense-usa.com