



Hisense 55T910

It's taken Chinese consumer electronics brand Hisense a while to establish itself in SA, and to position itself as a direct rival to the likes of Samsung and LG.

That's especially true as far as high-definition television sets are concerned – a market segment where new models and enhanced technologies seem to pop up every few months.

All Hisense TV sets are locally assembled, allowing it to price its models competitively. But perhaps more importantly, there is nothing cheap and nasty about those televisions: the 55T910UWD on review here is cutting edge, and promises image quality and performance to match.

The 4K, Ultra-HD display is worth some additional discussion. Hisense calls it an ultra-LED, or ULED panel, further enhanced by the curved shape. ULED, Hisense claims, is superior to the more widely used Organic LED, or OLED, panel.

ULED displays feature literally hundreds of LED backlights, arranged here in up to 240 zones. The intensity of each

specific zone can be independently varied between 100 percent black and 100 percent white, which optimises detail retrieval and perceived resolution, according to Hisense.

It adds that the ULED 2.0 technology implemented here also allows a high dynamic range and enhanced 3D dimming, with a peak brightness of 400 nits. Its proprietary implementation also promises more vibrant colour effects, a wider colour gamut and enhanced picture clarity.

Further claimed benefits provided by the ULED panel include lower energy consumption, and a quicker response time (HiSense quotes 6 msec).

The 55T910UWD is a highly attractive TV set, thanks to a very thin metal bezel with a blacked-out finish, creating the illusion that the display is completely frameless. It comes with a table-top stand – a robust, chromed metal affair that provides a stable base for the display, and suits the TV's high-tech, minimalist appearance.

The latter is borne out by an apparent lack of switchgear, ensuring a clean,

sleek look. On closer inspection, however, you'll find a comprehensive array of switchgear cleverly concealed on either side of the display.

Included are HDMI and USB Type A inputs, and both component and composite input sets. Outputs include a stereo minijack socket for headphone use, and a Toslink optical digital output. Network connectivity is offered via both Ethernet or 802.11n Wi-Fi.

The black plastic remote control handset is functional rather than smart, offering decently spaced keys and clear markings – but no backlighting. It operates in conjunction with a graphical user interface that's intuitive and easy to navigate.

The GUI's menu structure makes both initial set-up and access to the integrated app library a simple affair. Included are the likes of YouTube, Accuweather, Viewster and Netflix, as well as a generic media player, and proprietary apps such as Daily Motion, which rounds up top trending clips across a range of genres.





Access to and use of the apps was seamless: the YouTube interface, in particular, was very impressive.

It's also worth noting that the Hisense TV's own, built-in sound was pretty decent, delivering good channel separation and a fair approximation of surround sound, if not quite as focussed or as deep as the real thing.

Clear trebles benefited both effects and dialogue, which always remained succinctly projected. The only real shortfall was in the lower bass department, which lacked the substance and foundation of a subwoofer.

So far, so good – but what about picture quality, which is what a television set should really be all about?

On switch-on, the standard settings were much too bright and vivid, even if the resolution was impressive. Opting for the Natural pre-set mode and toning down the brightness and contrast settings created a more neutral, more engaging image. My guess is it would be well worth having the display calibrated for optimum performance.

Even with normal 1080p Full HD material from standard Blu-ray discs, the Hisense delivered pictures that were crisp and finely rendered. Tonal transitions were smoothly rendered, with loads of attention to subtle details, even in dimly lit scenes.

Contrast levels were excellent, with deep blacks and clear, believable colours. Brightness distribution across the panel was impressively uniform, and there were no apparent motion-related artefacts, even during quick action sequences.

Watching *Star Wars: The Force Awakens*,

it was the ability of the Hisense to confidently cope with a wide variety of lighting conditions – from the bright glare of desert landscapes to the subdued space ship interiors and the menacing, gloomy innards of the wrecks on Jabu – that really impressed.

The images remained clear and vivid, with the action sequences realistically rendered, so that it was easy to become engrossed in the movie.

Some native 4K material provided by Hisense served to highlight the capabilities of the 55T910UWD even further, displaying an impressive ability to capture and display extremely fine detail and natural colours.

Of course the problem with such demo material is that it has been designed to impress, and isn't always representative of real-world viewing material.

Indeed, for most would-be buyers of the 55T910UWD, the television's performance with Blu-ray source material and HD streaming services such as Netflix and Showmax will be much more relevant – at least until UHD Blu-ray players and software become more widely available.

In that regard, the Hisense performed flawlessly across the board, delivering excellent picture quality from HD sources, and offering levels of colour vibrancy, detail and brightness that should please most viewers – as long as some time is spent adjusting the picture to more natural levels.

Frankly, I'd prefer a flat screen to the curved 55T910UWD, but that's a matter of personal preference. As far as overall performance, user-friendliness, smart

features, adjustability, and – above all – value are concerned, the Hisense 55T910UWD is a worthy competitor in a very heavily traded market.

Deon Schoeman

VITAL STATS

Panel.....	Ultra-LED 2.0, 3D capable
Screen size (diagonal).....	55-inch (139 cm)
Aspect ratio	16:9
Resolution	3 840 x 2 160 UHD
3D capability	Yes, active
Backlight	Direct-lit LED
Native Contrast ratio	4 000:1
Frame rate.....	100 Hz (SMR1200)
Brightness	400 Nit
Viewing angle	89/88 deg (horizontal/vertical)
Sound.....	2x 10 watts
Surround decoding.....	Dolby Digital
Inputs.....	4x HDMI (2x 1.4, 2x 2.0), MHL, 1x AV (composite and component)
Outputs.....	1x Toslink optical digital, headphone jack
Connectivity	Ethernet, Wi-Fi 802.11n, 3x USB 3.0
Dimensions (WxHxD)	
.....	1 233 x 716 x 134 mm (with stand)
Weight	22,4 kg (without stand)

Verdict

Crisp, bright and detailed image quality lives up to 4K ULED promise. Has all the bells and whistles, including comprehensive connectivity options. Standard set-up too bright. Competitively priced.

Price R19 999

Supplied by Hisense
021-832-2800

e-Mail sales@hisense.co.za

Website www.hisense.co.za

OUR RATING: 79/100

