

**Haier**  
Inspired Living

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Inspired Living



**TV CATALOGUE**  
2022-2023



# Haier androidtv ,Customized intelligent life



OLED

HQLED

4K HDR



Dolby  
VISION · ATMOS

Matrix



Hands-Free  
Voice Control



Google Assistant



**All Haier TV products have been fully  
upgraded to all screen products (except 98 inch)**





Restore natural colors and present real picture quality. Bring an immersive viewing experience.

-  **Accurate picture quality**
-  **Comfortable eye protection**
-  **Green environmental protection**
-  **Infinite Contrast**
-  **Response time**
-  **Viewing Angle**
-  **Pixel Dimming technology**



Pure black

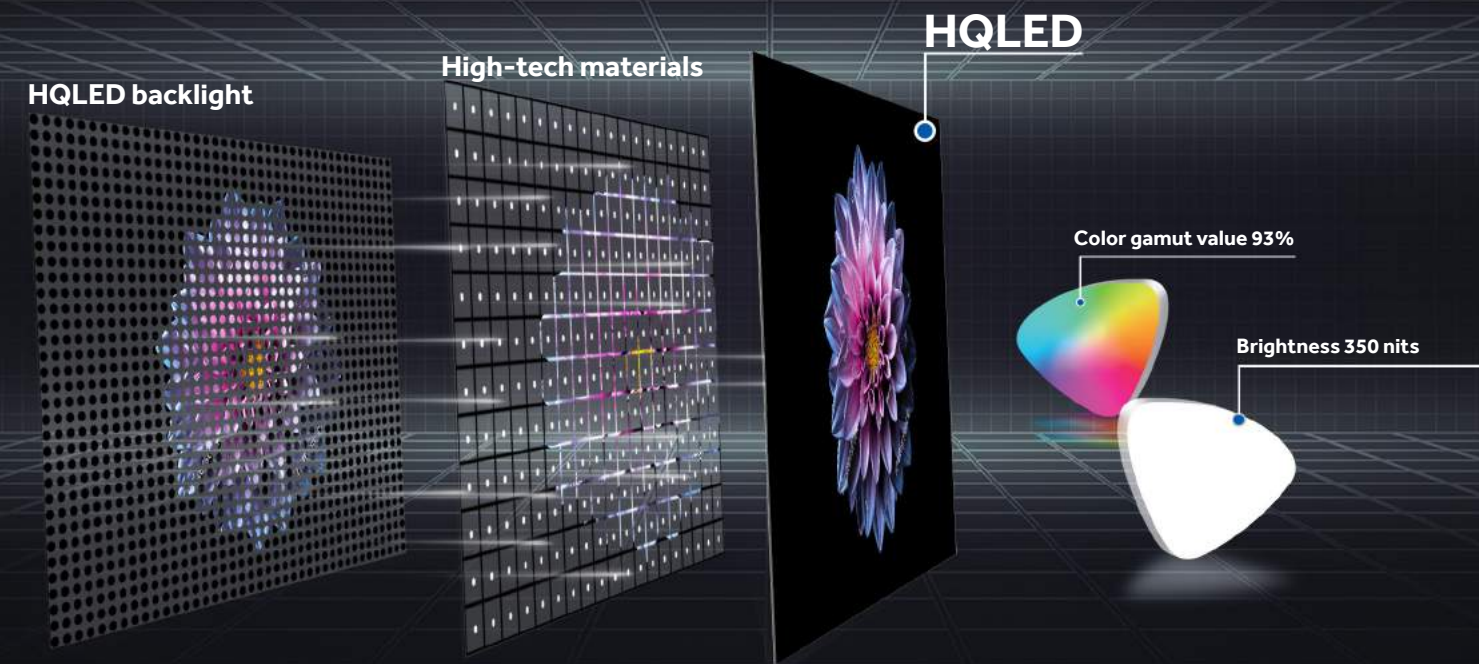
The pure black close to the extreme night makes the subject of the picture more vivid and bright. The rich shading details are comparable to the real world.

brightness: peak 500 nits  
color gamut: 129%(BT709)



# HQLED

Precision color enhanced LCD TV technology, presenting more levels of color. High Brightness Control and create delicate color levels. Capture all the details, see a more clear picture, showing the depth of the color.



# 4K HDR

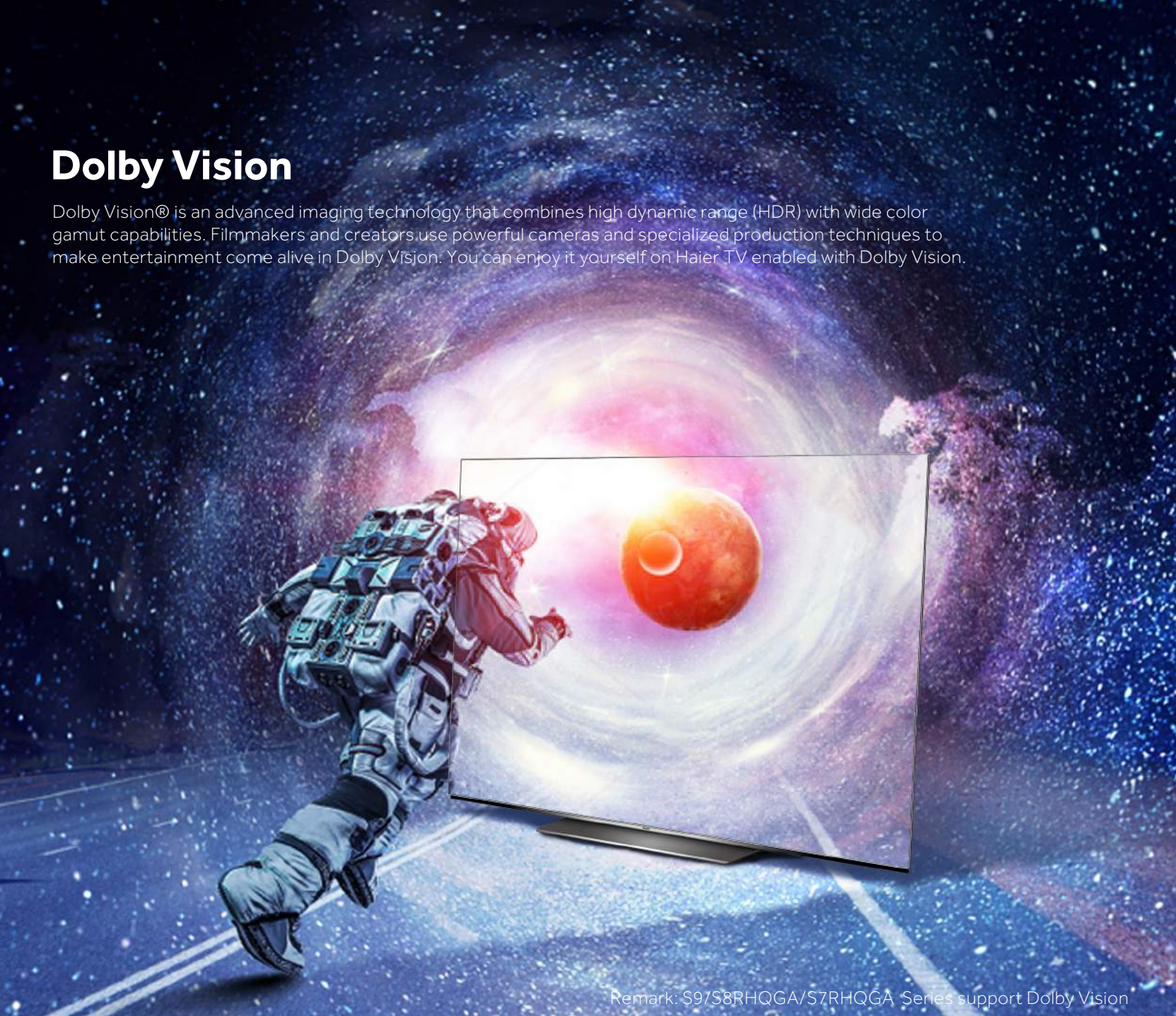
Haier TV present the tiny details, completely showing you a visual feast brought by the 3840X 2160 pixels. HDR(High dynamic range) can improve the brightness without losing the dark details, further enhance the contrast of the picture to make a shocking visual impact.





## Dolby Vision

Dolby Vision® is an advanced imaging technology that combines high dynamic range (HDR) with wide color gamut capabilities. Filmmakers and creators use powerful cameras and specialized production techniques to make entertainment come alive in Dolby Vision. You can enjoy it yourself on Haier TV enabled with Dolby Vision.



Remark: S9/S8RHQGA/S7RHQGA Series support Dolby Vision

## Micro Dimming

Micro Dimming analyses TV display content with thousands of separate zones, adjusts brightness and darkness. Optimize image quality to provide a better viewing experience, especially in the dark.



Improve dynamic contrast through software identification of film sources

Without Micro Dimming

Micro Dimming



# MEMC (Motion Estimation and Motion Compensation)

MEMC improves picture clarity, reduces motion jitter, and reduces picture tailing and ghosting.



## 120Hz high refresh rate

Haier OLED TV puts you ahead of the game with swift response, 120Hz screen responds faster and smoother, every frame is super clear. This is the ultimate TV for your Gaming experience.

60Hz



120Hz





# Dobly Atmos

Enjoy a premium entertainment experience with the immersive sound of Dolby Atmos®. Directors and sound mixers use these advanced technologies to create spectacular entertainment, which you can experience on Haier TV enabled with Dolby Atmos.



Remark: S9/S8RHQGA/S7RHQGA Series support Dobly Atmos



Certified by dbx-tv®, the TV Audio Experts  
Haier TV is custom tuned the expert sound engineers at dbx-tv. Combining intelligent audio processing and over 40 years of experience, dbx-tv powered TVs offer best-in-class sound performance.





## All Android TV with newest Android 11.0 system

Simplify your entertainment experience with Android TV. Discover 700,000+\* movies and shows in one place. Ask Google to control your TV with your voice. And cast your photos, videos, and music from devices to your TV easily with Chromecast built-in.

\*Content subject to country and region



## Android 11 chipset make more powerful graphics performance

De jaggly Advanced



conventional

Haier TV

Contrast Enhancement



conventional

Haier TV

Super Resolution Advanced



conventional

Haier TV

Noise Reduction



conventional

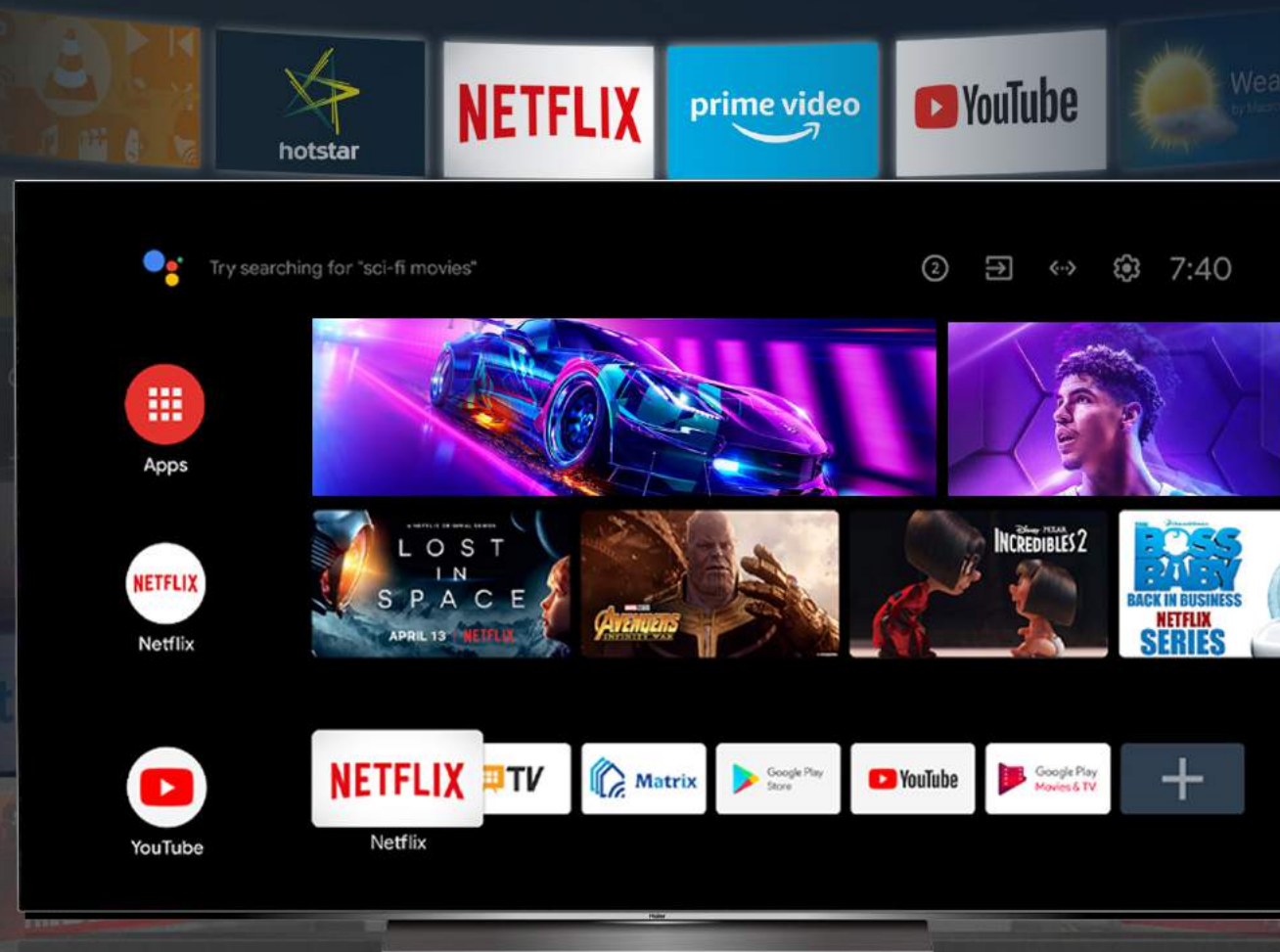
Haier TV





## Access and discover unlimited entertainment

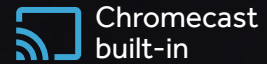
Access 7000+ apps and games from Google Play. And enjoy them on the big screen with easy access from your custom Android TV home screen.





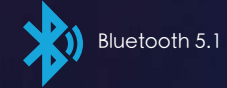
## Stream content to your big Screen

Go from your phone, tablet, or laptop to your TV in an instant. With Chromecast built-in, you can cast all your favorite movies, shows, apps, games, and more directly to your TV.



## Connecting multiple devices with bluetooth 5.1

Go from your phone, tablet, or laptop to your TV in an instant. With Chromecast built-in, you can cast all your favorite movies, shows, apps, games, and more directly to your TV.





## HDMI 2.1

Under HDMI 2.1 you will have a Dynamic HDR, VRR, ALLM, and eARC support, smooth high-speed motion pictures and smooth video content. Especially the game experience is more realistic.

4 HDMI2.1 Compatible Ports

-  Dynamic HDR
-  VRR  
Variable Refresh Rate
-  ALLM  
Automatic Low Latency Mode
-  eARC  
Enhanced Audio Return Channel

HDMI2.0



HDMI2.1

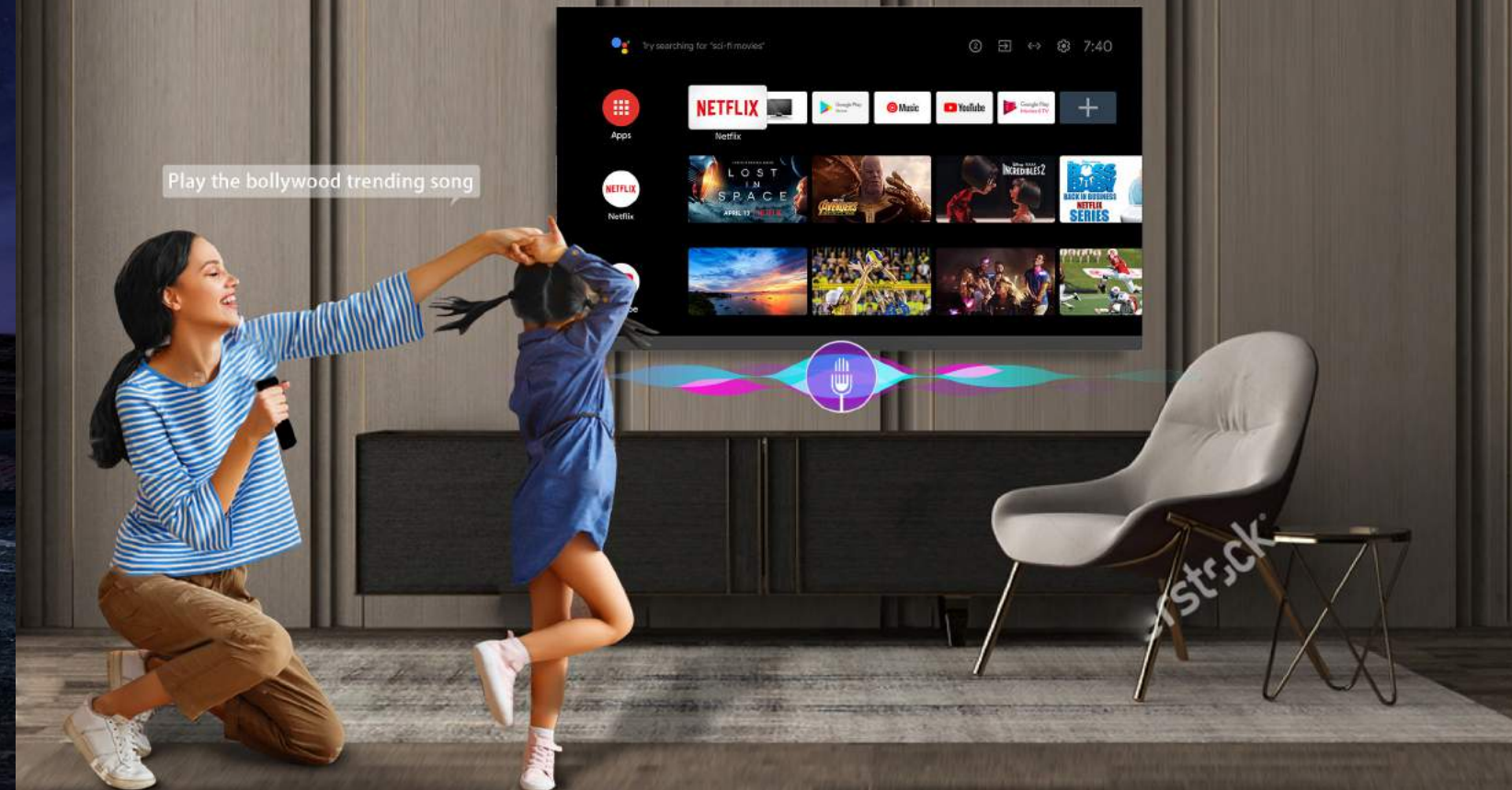


\* S8RHQGA, S7RHQGA support HDMI 2.1 (VRR/ALLM/eARC)  
S9 PRO, K7700GA, K7200GA supports HDMI 2.1 (VRR/ALLM);  
HD, FHD support HDMI 2.1 (ALLM)

## Hands-free Voice Control

No need remote control anymore, just use voice quickly search 500,000+ movies and shows, get recommendations to match your mood, control smart home devices, and more.

Don't let remote get in the way. Just say it, and you will see it. just say "Hey Google" ( "OK Google" ) to get started.





# Matrix

AI TV+IoT scene+Matrix creates the most experience of the home appliance interconnection ecosystem.

Smart home IoT center



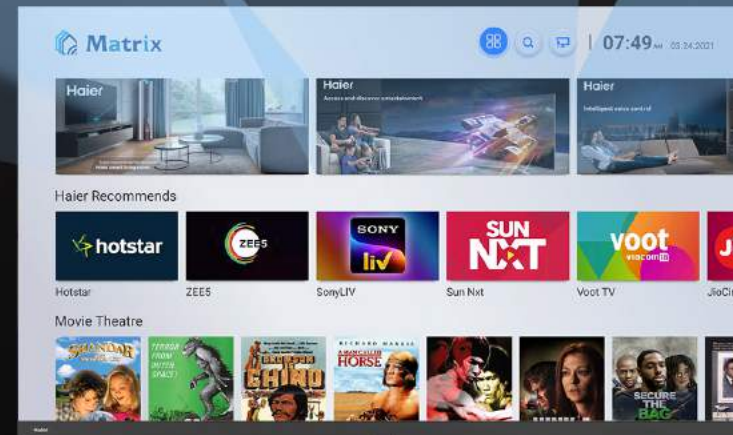
Online shopping mall



local promotion marketing



Mass video content collection distribution platform



NFC One-touch



AI TV+IoT scene+Matrix home appliance interconnection ecological landing



Smart viewing AI AQ



Living room IOT mobile synchronization



One-click video chat



Smart viewing AI PQ

\*Some functions are under planning and specific functions vary from different country.





LE65S9UG



**OLED**  
OLED

**Dolby**  
Vision-atmos

**MEMC**  
120Hz

**Micro**  
Dimming

**Metal**  
Bezel-Less

**Ultra**  
Slim

**Android**  
TV

**Hands-free**  
voice control

- OLED
- Dolby Vision Dolby Atmos
- Metal Bezel Less
- Ultra Slim
- Google Certified Android 10.0
- Hands free Voice Control
- AI Smart Voice by Google Assistant
- MEMC, 120Hz
- Google Chrome cast Built-in
- Bluetooth 5.1





LE75K6600HQGA



4K HDR



Bezel-Less



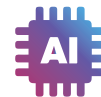
Wide Colour  
Gamut



Google Certified  
Android 9.0



Dolby Audio



AI Smart Voice by  
Google Assistant



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- Dolby Audio
- Google Certified Android 9.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth 5.0





LE70A6500HQGA



4K HDR



Wide Colour  
Gamut



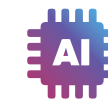
Google Certified  
Android 9.0



Dolby Audio



IoT



AI Smart Voice by  
Google Assistant



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- Dolby Audio
- Google Certified Android 9.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth 5.0

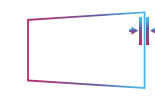




LE65S8HQGA



4K HDR



Metal  
Bezel-Less



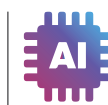
Wide Colour  
Gamut



Dolby Audio



Google Certified  
Android 9.0



AI Smart Voice by  
Google Assistant



Front Speaker



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Metal Bezel Less
- 30W, front firing
- Dolby Atmos
- Google Certified Android 9.0

- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0



**Haier**  
Inspired Living



LE65K6600HQGA



4K HDR



Bezel-Less



Wide Colour  
Gamut



Google Certified  
Android 9.0



Dolby Audio



AI Smart Voice by  
Google Assistant



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- Dolby Audio
- Google Certified Android 9.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0



**Haier**  
Inspired Living



LE58K7700HQGA



4K HDR



Bezel-Less



Wide Colour  
Gamut



Google Certified  
Android 11.0



Dolby Audio



AI Smart Voice by  
Google Assistant



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- Dolby Audio
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE55S8HQGA



4K HDR



Metal  
Bezel-Less



Wide Colour  
Gamut



Dolby Audio



Google Certified  
Android 9.0



AI Smart Voice by  
Google Assistant



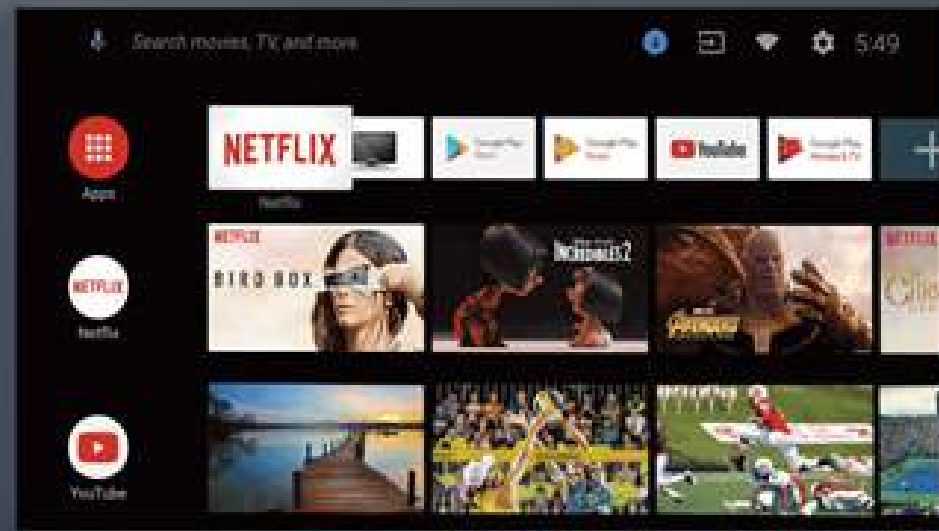
Front Speaker



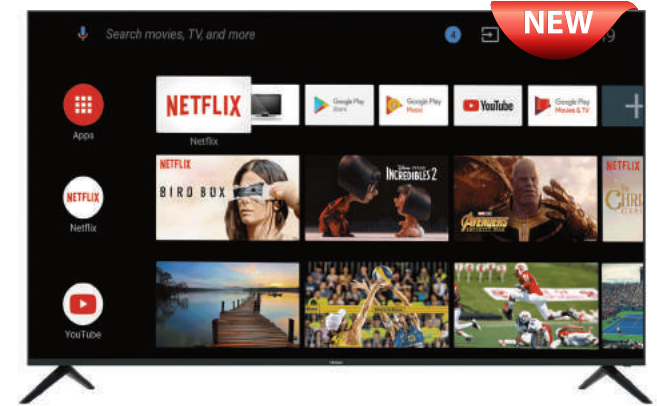
Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Metal Bezel Less
- 30W, Front firing
- Dolby Atmos
- Google Certified Android 9.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE55K7700HQGA



4K HDR



Bezel-Less



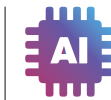
Wide Colour  
Gamut



Google Certified  
Android 11.0



Dolby Audio



AI Smart Voice by  
Google Assistant



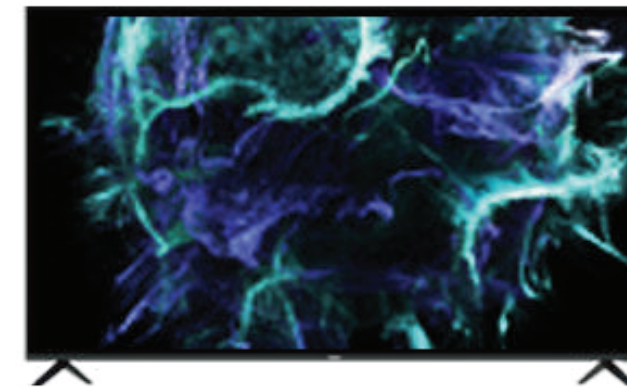
Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- 20W, Dbx TvDolby Atmos
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE50K7700HQGA



4K HDR



Bezel-Less



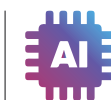
Wide Colour  
Gamut



Google Certified  
Android 11.0



Dolby Audio



AI Smart Voice by  
Google Assistant



Matrix

- 4K UHD
- HDR
- Wide Color Gamut
- Bezel Less
- 20W, Dbx TvDolby Atmos
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





## LE43K6600UGA



- 4K UHD
- HDR
- Bezel Less
- 20W
- Dolby Audio
- Google Certified Android 9.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0



**Haier**  
Inspired Living



LE43K7GA



**FHD**  
**1080**

FHD



Bezel-Less



Google Certified  
Android 11.0



Dolby Audio



Matrix

- FHD
- HDR
- Bezel Less
- Dolby Audio, DBX-SOUND
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE40K7700GA



FHD



Bezel-Less



Google Certified  
Android 11.0



Dolby Audio



AI Smart Voice by  
Google Assistant



Matrix

- FHD
- HDR
- Bezel Less
- Dolby Audio, DBX-SOUND
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE32K7700GA



**720P  
HD READY**  
720  
HD Ready

  
Bezel-Less

  
Google Certified  
Android 11.0

  
Dolby Audio

  
AI Smart Voice by  
Google Assistant

  
Matrix

- HD Ready
- HDR
- Bezel less
- Dolby Audio, DBX Sound
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth Voice Remote Control
- Bluetooth 5.0





LE32K7GA

NEW



720  
HD Ready



Bezel-Less



IoT



Dolby Audio



Google Certified  
Android 11.0



Matrix



AI Smart Voice by  
Google Assistant

- HD Ready
- Bezel less
- Dolby Digital Decoder
- Google Certified Android 11.0
- Google Play Store
- AI Smart Voice by Google Assistant
- Android Devices IoT Hub
- Google Chrome cast Built-in
- Bluetooth 5.0





**720P**  
**HD READY**

720  
HD Ready



Stereo Speaker



Bezel-Less



USB



HDMI

- HD Ready
- Bezel less
- Smart Share
- AVL
- 20W
- Stereo Speaker
- USB
- HDMI





LE32D4000



**720P**  
**HD READY**

720  
HD Ready



Stereo Speaker



Bezel-Less



USB



HDMI

- HD Ready
- Bezel less
- AVL
- 20W

- Stereo Speaker
- USB
- HDMI