



MEDIA RELEASE

HISENSE CANADA AND XBOX TEAM UP TO ELEVATE BIG-SCREEN GAMING WITH EXCLUSIVE LASER TV PROMOTION

Consumers can receive a customized Xbox controller and Xbox Game pass with eligible Hisense laser TV purchase

MISSISSAUGA, Ont. (August 12, 2026) — Hisense Canada, a leading provider of consumer electronics and home appliances, today announced a new collaboration with Xbox designed to bring immersive, large-screen gaming experiences to Canadians through a limited-time promotion on select Hisense Laser TVs.

Until October 31st, Canadian consumers who purchase an eligible Hisense laser TV powered by the VIDAA operating system can receive a customized Xbox wireless controller and one month of Xbox Game Pass, unlocking access to hundreds of games directly through their television.

“Today’s consumers are looking for versatile, immersive entertainment experiences that bring together streaming, gaming and content consumption in one device without having a physical console,” says Puneet Jain, Senior Manager of Marketing and Ecommerce at Hisense Canada. “Through our collaboration with Xbox, we’re making it easier than ever for Canadians to enjoy premium gaming experiences on the big screen while showcasing the capabilities of our laser TV portfolio.”

The promotion highlights the growing convergence of premium home entertainment and cloud gaming, enabling players to experience Xbox gaming on expansive Hisense Laser TV displays without the need for a traditional gaming console.

Eligible models include the award-winning Hisense PX4 Laser Cinema projector and select C2 Series and laser TV products equipped with the VIDAA platform. Consumers who purchase an eligible product during the promotional period can redeem their offer through Hisense Canada and receive:

- A custom Xbox wireless controller.
- One month of Xbox Game Pass access.
- Access to cloud gaming experiences directly through the Xbox app on compatible VIDAA-powered Hisense laser TVs.

As gaming continues to become a central part of the connected home, laser TVs are increasingly emerging as an attractive option for consumers seeking immersive gameplay, vivid visuals and flexible room integration.

“Whether you're streaming the latest blockbuster, gathering friends for game night or exploring cloud gaming for the first time, Hisense laser TVs are designed to deliver a premium entertainment experience,” says Puneet.

Promotion Details



Consumers who purchase an eligible Hisense Laser TV before October 31, 2026, may redeem their offer through December 31, 2026, while supplies last. Full terms, conditions and eligible product details are available at [www.hisensezone.com].

For more information, please visit hisense-canada.com. Join the conversation and connect with Hisense on [Facebook](#), [Twitter](#) and [Instagram](#) @HisenseCA, using the hashtag #HisenseCanada.

About Hisense Canada

Hisense Canada, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, soundbars, refrigerators, ranges, dishwashers, air conditioners, washers, dryers and commercial HVAC products. According to Omdia, Hisense ranks No. 1 globally in the 100-inch and over TV segment (2023-2026). For five consecutive years (2022–2026), Hisense has been the No. 2 best-selling TV brand in Canada*, reflecting its dedication to innovation, performance and quality. As the Origin of RGB MiniLED, Hisense continues to lead the next-generation RGB MiniLED innovation. As the Official TV and Home Appliance Partner of the NBA and the Official Sponsor of the FIFA World Cup 2026™, Hisense is committed to global sports partnerships to connect with audiences worldwide.

Source: Circana, Retail Tracking Service, Canada, unit sales for five consecutive years 2022-2026.

For more information, please call