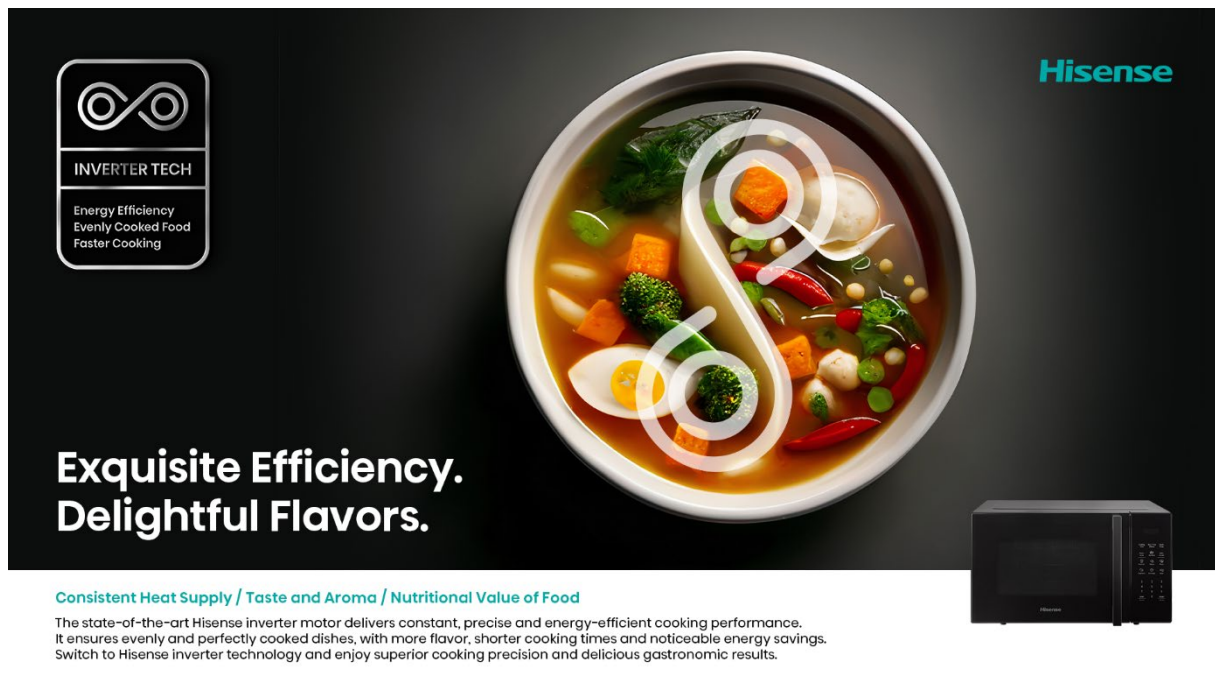


HISENSE MICROWAVES NOVELTIES ON IFA 2024 PR

MICROWAVES AND MINI OVENS NOVELTIES ON IFA 2024

1. HISENSE MICROWAVES WITH INVERTER

Hisense's state-of-the-art microwave inverter technology will redefine the way you prepare food. We are happy to announce we developed the fine combo of great technology and moderate price. First four models of Hisense Inverter MWO are already on the market.



The advertisement features a central image of a white bowl filled with a vibrant, colorful soup containing ingredients like carrots, broccoli, onions, and a hard-boiled egg. A white infinity symbol is overlaid on the soup. To the left is a logo for 'INVERTER TECH' with the text 'Energy Efficiency', 'Evenly Cooked Food', and 'Faster Cooking'. To the right is the Hisense logo. Below the bowl is a small image of a black microwave oven. The text 'Exquisite Efficiency. Delightful Flavors.' is prominently displayed in the bottom left of the image area.

**Exquisite Efficiency.
Delightful Flavors.**

INVERTER TECH
Energy Efficiency
Evenly Cooked Food
Faster Cooking

Hisense

Consistent Heat Supply / Taste and Aroma / Nutritional Value of Food

The state-of-the-art Hisense inverter motor delivers constant, precise and energy-efficient cooking performance. It ensures evenly and perfectly cooked dishes, with more flavor, shorter cooking times and noticeable energy savings. Switch to Hisense inverter technology and enjoy superior cooking precision and delicious gastronomic results.

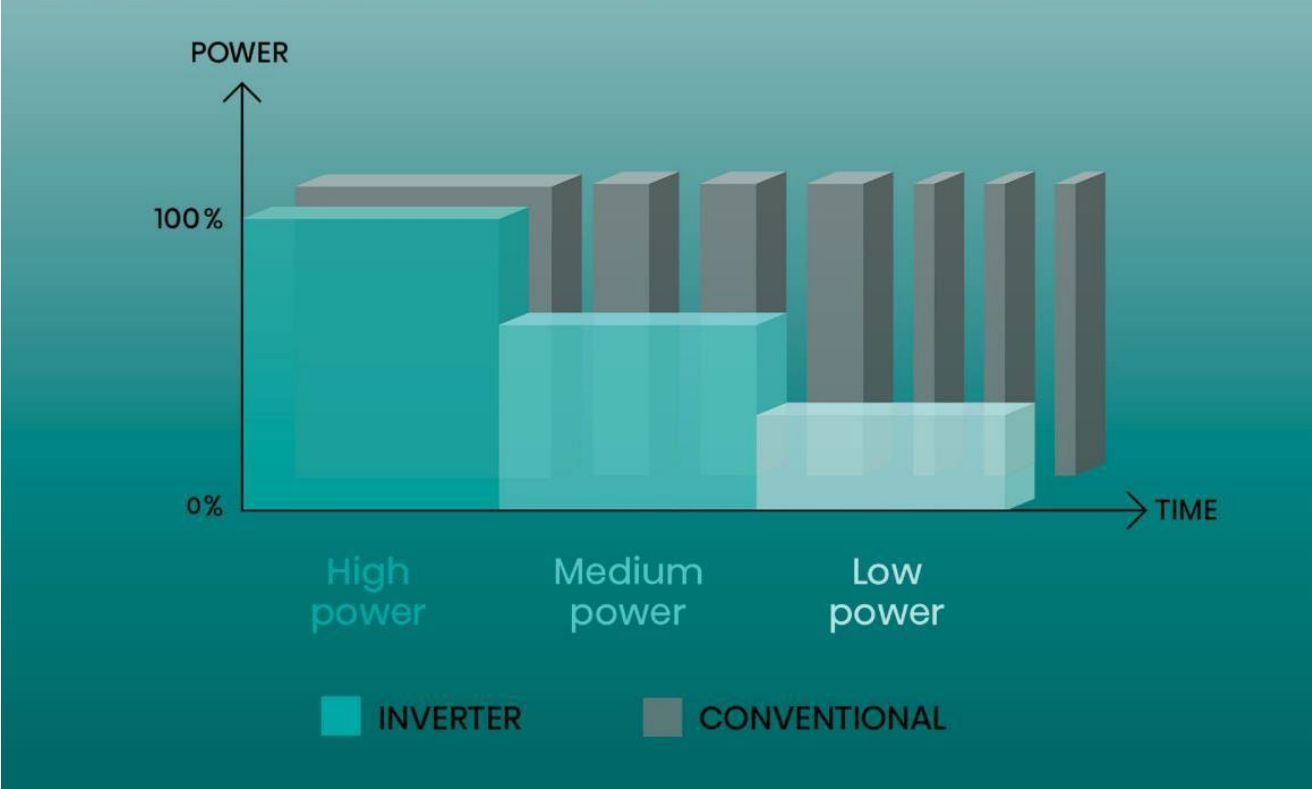
The superiority of inverter technology has many benefits, all of which generally praise the steady stream of power delivery.

InverterTech delivers a **seamless stream of cooking power also at lower settings**, which means **precision cooking** that **preserves the flavours and textures** of the food.

It also enables more precise temperature control to **help defrost foods and avoid overcooked and unthawed areas**. When melting chocolate or butter, this can be also very beneficial. The inverter provides constant and even power, so it's less likely the butter will splatter in the microwave.

Evenly cooked and healthier food count best. However, InverterTech also takes care of **energy efficiency**, as we use less power than at conventional microwaves and the food is cooked faster. You will save money and energy. It also **30% lighter** than conventional microwave, which can be of great meaning when searching for the right spot in the kitchen. You can easily save space when putting it on higher shelf, leaving countertop cleaner. Because it produces **lower noise**, you can easily use it in early mornings or late at night, not bothering anyone. Or just enjoying your day in quiet atmosphere, chatting, while microwave is doing its job.

All Hisense InverterTech microwaves come with **5 years warranty**, which is another great reason for having it at home.



2. HISENSE MICROWAVES SMART TAB FOR EASY OPENING

Introducing innovative opening mechanism which ensures swift and effortless access to your meals, setting **a new standard for convenience** in kitchen appliances. The **intelligently crafted design** not only simplifies the opening process but also enhances user experience, making daily cooking routines a breeze.

All SmartTab MWO have the capacity of 23 L, premium dimmed glass & ceramic coating. Semi digital and digital options have also pre-set programmes, and one digital model offers also grill and combi programmes.

3. AIRFRYTECH

The AIR FRY function in microwave ovens uses high-speed hot air circulation to cook food with a crispy texture, similar to traditional frying but with **significantly less oil**. This technology evenly distributes heat, ensuring your food is cooked thoroughly while maintaining its moisture. Perfect for preparing **healthier versions** of your favourite fried foods, the AIR FRY function provides a quick, convenient, and healthier cooking option. Enjoy **crispy, delicious meals** with reduced fat content right from your microwave oven.

4. STEAMTECH MINI OVEN

The STEAMTECH function in the mini oven utilizes core pressure technology to rapidly achieve perfect results, even heat distribution, and tender and juicy food. This fast-steaming process **retains the fresh flavour and nutrients** of your food. Strong spiral hot air surround forces out food grease for **a crisp, oil free, low-fat result**. Cleaning is easy as steam effectively softens cavity oil stains. Enjoy healthier and tastier meals with STEAMTECH.