

**FOR IMMEDIATE RELEASE**

**Salamander Announces Custom Cabinet  
for Hisense's 4K UHD Smart Laser TV Lineup**

**“We meet today’s needs while staying true to our core values of products,”  
says Salamander’s VP of Sales & Marketing Scott Srolis.**

**Bloomfield, CT— March 12, 2019** — Salamander Designs today announced a new credenza-style cabinet (Model X/HSE10/245ML/GW) that is custom made to accommodate the latest line of 4K Ultra HD Smart Laser TVs from Hisense, the fastest growing TV brand of the top 6 brands in the United States (according to recent data released by NPD Group). Billed as a “Seamless stealthy solution for virtually any décor,” the new cabinet provides remarkably simple installation with no need to open the wall or ceiling to run cables. All supporting components including the Hisense speaker system (together with the subwoofer) can be enclosed in the cabinet to create the beautiful and aesthetically balanced furniture Salamander is famous for.

“One of our Core Competencies is designing products that suit today’s ever-changing display sizes, decor and innovations,” said Scott Srolis, vice president of sales and marketing at Salamander Designs. “Our designs meet today’s needs while staying true to our core values of products that are built with exceptional quality and material selection – and always built to last a lifetime.”

The new Salamander credenza features a flush top surface, recessed projector cavity design, and can be installed with no need to open walls or ceiling to run cables. The extruded aluminum frame provides a strong support skeleton, and built-in louvers deliver better air flow to keep equipment cool. Pinch-out rear panels permit fast, easy access to components and wiring. And there is a wide array of optional bolt-on accessories available including Salamander’s proprietary Active Cooling System as well as pull-out interior storage options.

The new Salamander credenza model (X/HSE10/245ML/GW) will support the following Hisense 4K Ultra HD Smart Laser TV models:

- 100L10E – Dual-Color Laser TV – 100” screen
- 120L10E – Dual-Color Laser TV – 120” screen

The new Hisense 4K UHD Smart Laser TVs with Wide Color Gamut feature a dual-color laser that displays a cinema-like picture full of rich, vibrant and true-to-life colors. Other details that make these Smart TVs a must-have for today’s home entertainment are large screen sizes (100 or 120 inches), ambient light rejection screens, Hisense's exclusive technology that produces 3000 lumens for brightness, HDR and a UHD Upscaler to bring HD and FHD content to near-4K resolution, and Wi-Fi.

“We are incredibly excited that Salamander is as committed to creating an elegant viewing experience as we are,” says Kevin Cahill, Hisense’s Head of sales and marketing for Laser TV’s. “The Laser TV’s seamless wireless design touts incredible picture quality. Paired with Salamander’s ingenious new credenza, customers will have the ultimate theatric viewing experience—in the comfort of their own home.”

All products mentioned are available now.

*About Salamander Designs, Ltd.*

For more than 25 years, multiple award-winning Salamander has been designing and manufacturing premium quality furniture for residential and commercial audio/video integration that complements any space. Committed to the promise that every customer deserves furniture that is shaped by their needs, Salamander's expert design team and build-to-order formula serve a wide range of markets equally, including the advanced audiophile, luxury residential and commercial customers of all sizes and categories. All products are custom made in a 100% solar powered USA facility, uniquely quick shipped within days and backed by a lifetime warranty which includes superior support. It's not just furniture, its furniture engineered to make today's electronics, technology and people work and live better. To learn why global companies such as Sony, Microsoft, General Electric, NBC Sports and thousands of customers worldwide rely on Salamander furniture and accessories, visit [salamanderdesigns.com](http://salamanderdesigns.com).

***About Hisense USA Corporation and Hisense Company, Ltd.***

Hisense USA Corporation is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Hisense USA Corporation offers an innovative range of technology products that disrupt the consumer electronics industry, challenge the competition and provide significant value to consumers. Distributed across North America, Hisense USA Corporation's product portfolio includes televisions, refrigerators, air conditioners, dehumidifiers, beverage coolers and freezers.

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