

Hisense Model	43A4KR
Internal model	43A35EUR
Sales Market	US/Mexico/Canada
Brand	HISENSE
Category	LED backligh LCD TV
Native Refresh Rate	60Hz
Smart TV	Yes
HDR Processing	NO
Wide Color Gamus	NO
AC Cord	UL
Menu Language	Eng/Fre/Spa
DISPLAY	
Class Size	43"
Display Area	42.5" diagonal
Display Aspect Ratio	16:9
Display	Flat
Resolution	1920*1080
Brightness(typical nits)	250nits
Static Contrast Ratio	3000:1
Dynamic Contrast	Yes
Viewing Angle H/V	178/178
Response Time (ms)	8ms
Color depth	16.7M/8bit
4K Upscale	NO
MEMC	NO
Motion Rate	120
Backlight	FULL ARRAY
Local Dimming	No
Local Dimming Zones	NA
Backlight Scanning	NO
Backlight Blinking	Yes
RECEPTION	
TV System	ATSC/Clear QAM/NTSC
Audio System	M
AC3	Yes
Maximum Audio Output	7W x 2
Speaker Type	Embedded (down)

TERMINALS	
RF Input	1
RCA Composite Video Input	1
L/R Audio Input for Composite	1
RCA Component Video Input	No
L/R Audio Input for Component	No
VGA Input	No
HDMI 1.4 Inputs	3
HDMI 2.0 Inputs	No
HDMI ARC	Yes
HDMI CEC	Yes
Digital Audio Output	1 Optical
USB(supports DMP)	1 (USB2.0)
Earphone/Audio output	1
LAN(Ethernet)	No
Wireless Built in (WiFi)	802.11 ac(2X2)
RS-232C	No
OTHER FEATURES	
Closed Caption	Yes
Comb Filter	3D Digital Comb Filter
Supported Format	480i,480P,720P,1080i,1080P
Noise Reduction	Digital Noise Reduction
Parental Control	Yes
Power-up Logo	Hisense
Sleep Timer	Yes
Equalizer	Yes
Sound Effect	DTS Trusurround™
Netflix	Yes
ClaroVideo	Yes
Cinepolis	Yes
Youtube	Yes
Prime Video	Yes
Ultraflix	Yes
Ted	Yes
Web Browser	No
App store	Yes
Media Player	Yes
Wall Mount Size	VESA Standard (200*200)
Wall Mount Screw	M6
POWER	
Power Supply	AC 120V,50/60Hz
Power Consumption	80W
Stand By Consumption	<0.5W
SHIPPING DETAILS--ISTA 1A	
Dimension WITH BASE (WxHxD)(mm)	955x606x182 mm
Dimension WITHOUT BASE (WxHxD)(mm)	955x558x87 mm
Net Weight(Kg)	6.5 kg
Carton (WxHxD)(mm)	1070x652x135 mm
Gross Weight (Kg)	8.7kg
ACCESSORY	
Remote	1
Battery	2(AAA)

Power cord	1
QSG	English/Spanish/French
Safety and Warranty	English/Spanish/French
Stand	Yes
UPC Code	
EAN Code	6942147489666
UPC Code	888143015040
REMARK: Specifications and design may be changed without prior notice.	
Selling Points	

1920*1080 FHD resolution
 Roku smart platform
 Full Array LED Backlight
 HDMI/HDMI-ARC
 Digital Media Player
 Parent control
 Energy saving
 Sleep timer
 Noise Reduction
 DTS Trusurround
 Equalizer