

“Focus Green” awarded to Loewe Connect TV set receives renowned environmental/design prize

Kronach. - The Loewe Connect 37 television set has been awarded the renowned Baden-Württemberg International Design Prize 2008, the "Focus Green". "We are absolutely delighted with this prize, as it acknowledges Loewe's performance both in terms of design and of environmental awareness", stated Frieder C. Löhner, CEO of Loewe AG.

The Connect television set is the first on the market which is able to be integrated into a multimedia home network without any complications. This allows – with the help of the infrared remote control – digital photos, films or music to be transferred from the PC to the television screen. From iPods to digital cameras – a range of devices can be connected directly to the TV set. The integrated hard disk recorder and all reception components make the Connect a real all-rounder.

Its particularly low energy consumption in stand-by mode and the integration of a range of functions in the set save electricity. A special component controls the brightness of the picture in relation to the ambient light, saving energy by up to 50%. As with all Loewe sets, the television also has a genuine on/off button, which you can use to cut the Connect off from the mains completely.

Companies and designers from Germany and abroad take part in the “Focus Green” competition with a total of 230 products. The international jury of six selected 66 prize winners. In addition to classic design criteria such as design quality, innovation, ergonomics, functions and emotional effect, ecological features also played a significant role. These included material and energy efficiency, repair concepts, removal and recycling options, along with the most important feature of formal durability.