

Loewe wins exhibition industry's most prestigious prize

Presentation at IFA 2008 awarded with ADAM

Kronach. – Loewe has been awarded the German exhibition industry's most renowned prize, the gold ADAM 2009 in the XXL category (exhibitions stands over 1,500 square metres). FAMAB, the Association for Direct Business Communications, together with the FAMAB Exhibition forum and the Forum Design und Architektur awarded Loewe with the prize for its presentation at the IFA 2008. Loewe Head of Marketing Henrik Rutenbeck accepted the coveted award at the Jahrhunderthalle in Bochum before an audience of over 1,000 guests. Loewe had already won an ADAM award in 2004 and 2006 in the same category.

The ADAM jury acknowledges exhibition presentations which bring together marketing messages, corporate identity and architecture in an exemplary way. The Loewe exhibition stand, which revolved around the new Loewe Reference Home Cinema System, was perfectly in line with this standard. The basic element consisted of a white stage with a cubic-linear design. Across an area of 2,000 square metres, the high-end design products were presented in a brand-appropriate manner both in the separate dealer area, as well as in the area open to the public. An over-sized glass cube presented high-quality innovations. The jury's verdict: "More drama! At the IFA 2008, Loewe achieved something that we've come to expect from our favourite cult TV series. The highlight was "hidden" in an opaque over-sized glass cabinet, while over the course of a minute-long presentation, the backing sound changed and the glass cube cleared until the star itself was visible. The acoustic design element of the regularly changing backing sound added time as a fourth dimension integrated into the overall room experience. The new first-class system marked Loewe's arrival in the premium segment for consumer electronics, which required them to provide the appropriate aura. The jury is unanimous: mission accomplished."

"With the IFA presentation, Loewe has managed to highlight its special expertise as a premium brand in a fantastically successful way. At the same time, the IFA 2008 marked for us the start of communication for the new high-end Loewe Reference system. We're delighted at the high level of recognition and will pass it on to our partners who take a considerable share of this success through our network", commented Henrik Rutenbeck.

Under the long-standing brand management of the Munich agency Brandoffice, and following their architectural design, the Loewe exhibition stand was built by mac messe- und ausstellungscenter Service GmbH of Frankfurt. Loewe has now been working together with mac for 30 years.

LOEWE.

The ADAM has been awarded annually since 2001.

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About Loewe

Outstanding design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technological highlights include: home entertainment systems with high-resolution picture quality, an integrated hard disk recorder and a digital TV receiver. The company was founded in Berlin in 1923. Today, Loewe is a listed Group with approximately 1,000 employees. In fiscal 2008, Loewe achieved sales of EUR 374 million and EBIT of EUR 28.5 million; about half of total sales are recorded internationally. Loewe produces and distributes televisions, Blu-ray players, DVD recorders and audio components, which are also offered as complete Home Cinema solutions.

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