

Loewe Individual

The most versatile home cinema system

Kronach. – With the new Individual line, Loewe is continuing its success story. Colour, design, screen size, sound and set-up options, multimedia, in-room integration and technical features — no other home entertainment system allows you so much creative freedom, and with over a million combination options, can be tailored to fit each individual's living arrangements, taste and requirements perfectly. The Individual series of television sets with four screen size classes – 32, 40, 46 and 55 inches – are more than just TVs. They are a unique product concept, offering a premium class, design-oriented home cinema system where each element perfectly complements the other. The market launch from May 2010 will focus on flexibility and individuality.

State-of-the-art technology with award-winning design

The new Individual LCD TVs are tailored to non-conformists who are above all seeking premium equipment which can be configured in an individualised way, while prioritising outstanding design and premium quality. Individual offers this and so much more. Constant development in line with the highest standards means that technical details stand out impressively. As a result, all models feature LED backlighting, ensuring outstanding colour reproduction whilst maintaining a high level of energy efficiency. The Compose version with contrast filter panel also offers intelligent 400Hz backlight control for even sharper contours on the models size 40" and over. The CI+ interface for HDTV reception of encoded channels ensures that the set is future-proof. The sound comes from the individually selectable audio system. There's an individual solution to meet every need, right up to digital 7.1 cinema sound with the new Loewe Individual Sound Projector. The Individual also shines in terms of connectivity – optional wireless enables fast access to online content such as Internet radio via the Network Mediaplayer. With the integrated tuner, HDTV reception is child's play. Everything is contained in high-quality anodised aluminium housing. The new Individual's minimalistic design is the work of the Stuttgart-based design experts Phoenix Design.

A best-in-class television experience

With the ultimate in user convenience, premium quality and excellent picture and sound, the Individual guarantees an overwhelming TV experience in the living room. With the Loewe Assist 1, included as standard, or the optionally available Loewe Assist Media,

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everything can be operated from one source. The clear and easy-to-use menu navigation makes this particularly convenient.

What's more, the set-up options continue the configuration principle and allow each customer individualised integration of the system in any living environment. A variety of floor stands, wall solutions and racks underscore the class of the new products – a wholly impressive premium concept.

The new LCD televisions with LED backlight will be available as follows: the Loewe Individual 40 and 46 inch from May, the 55 inch from July and the 32 inch from August. Moreover, the new Loewe Individual Sound Projector and the extended Individual Rack System are available as early as May. In May, Loewe will also launch electrostatic technology for this product family too with the Individual Stand Speakers SL.

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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. In 2009, sales for the publicly listed company founded in 1923 in Berlin totalled € 324m, with EBIT of € 13.5m. Loewe manufactures and distributes televisions, Blu-ray players, DVD recorders, audio components and multiroom solutions. The company has around 1, 000 employees and, on an international level, is represented in 50 countries.

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