

# The new Loewe Individual TV

## Define variety for yourself

- **LED backlighting**
- **Full-HD 400Hz motion picture display**
- **Ultimate individual configuration**
- **Energy efficient all-round solution**
- **New operator menu and new multimedia functions**

Kronach. – With the new Individual, Loewe is continuing its success story. Colour, design, screen size, sound and set-up options, multimedia, in-room integration and technical features offer over a million different design options: no other home entertainment system allows you so much freedom of choice — and can be tailored to fit each individual's living arrangements, taste and requirements so perfectly. The Individual line 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 design-oriented home cinema system where each element perfectly complements the other. The core values of the concept are flexibility and individuality.

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

The new Individual LCD TVs are tailored to individuals who are above all seeking premium equipment which can be personalised perfectly, and at the same time, prioritising superlative design and optimum quality. Individual offers this and so much more. Consistent further development of the highest standards means that technical details stand out impressively. As a result, all models feature LED backlighting, ensuring outstanding colour reproduction and an improved contrast ratio whilst maintaining a high level of energy efficiency. The Individual is available in two design versions – either as Compose with contrast filter screen or as Selection with high gloss front frame. The Compose model offers 400Hz with intelligent backlight control for even greater sharpness of movement on the models size 40" and over. 24p motion picture display affords perfect playback of Blu-ray disks. The CI+ interface for the reception of encoded channels ensures that the set is future-proof. The excellent sound is created by numerous individually selectable audio systems. There's an individual solution to meet every wish, from 2.0, 3.1, 5.1 right up to digital 7.1 cinema sound with the new Loewe Sound Projector.

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The Individual also shines in terms of connectivity. With the help of new Media+ technology, all models permit easy access to numerous multimedia functions. Optionally or as standard with the Compose series, WLAN allows rapid access to online content. With the help of the new remote control button MEDIA, there is easy access to all manner of multimedia via the Loewe media portal. With Loewe MediaHome, images, music and videos can be played via USB or the network – and with MediaNet, Internet content such as Internet radio, Internet video or Web TV can be viewed on the Loewe Individual. With MediaUpdate, every customer benefits from the opportunity of receiving new functions via software update – a real boon for future-proofing.

Uncomplicated HDTV entertainment<sup>1</sup> is provided by the tuner which is integrated as standard – it affords terrestrial and cable reception, and even satellite-based digital reception in Compose 40, 46 and 55. The Selection models and Compose 32 can of course, be retrofitted on request with DVB-S2 tuners.

It goes without saying that a premium home entertainment system should not be without recording capability. For this reason, the dual channel versions of the Individual TV are equipped with the integrated Loewe DR+ hard disk recorder. With 250 GB memory there is more than sufficient space for HD recordings. Furthermore, the Loewe DR+ is completely compatible with the portable MovieVision DR+ storage device which allows archived HD quality recordings to be played on any compatible Loewe TV with USB connection, or to be stored long-term. The thumbnail feature is also new, allowing increased clarity of content.

Now a word on the design – simply breathtaking. With its innate puristic simplicity, the minimalist idiom typifies classic modern design par excellence. The slimline housing in anodised aluminium ensures an arresting appearance. It is available in Aluminium Black, Aluminium Silver or High Gloss White. Moreover, the Individual can be tailored to your own personal taste with interchangeable insets from high-quality materials. Now any individual colour request from the RAL spectrum can be incorporated as desired. The elegant exterior of the new TV was created by Stuttgart design firm Phoenix Design.

### **Maximum entertainment with minimum energy consumption**

Ecological considerations were also consistently taken into account during development. The Individual is energy efficient. In addition to material savings (in terms of housings, power supply units, power and connection cables) the integration of numerous functions also contributes to decreased energy consumption. Through the application of cutting-edge LED backlighting it is possible to decrease energy consumption by 45% in comparison to its predecessor. The OPC function which regulates the screen contrast

depending on the ambient light, and the eco-standard energy-saving mode initiate a further energy saving when activated. The Individual is also equipped with a power switch for 0 Watt consumption when switched off; a standard feature of Loewe TVs for many years.

### **A best-in-class television experience**

With the ultimate in user convenience, premium quality and excellent picture and sound, the Individual guarantees a spectacular TV experience in your living room. With the Loewe Assist 1 remote control, included as standard, or the optionally available Loewe Assist Media, everything can be easily operated from one source. The clear and easy-to-use menu navigation with its new elegantly designed user interface makes this particularly convenient.

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 elegant racks underscores the class of the new products. The racks also allow perfect integration of audio components such as the Loewe Sound Projector. The TV cable cover and the hidden cable routing ensure an elegant appearance. With over a million combination options covering specifications, design and set-up options, every customer is in the position to create a uniquely personal home cinema solution. A wholly impressive premium concept.

The new LCD televisions will be available as follows: the Loewe Individual 40 and 46 inch from the end of 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 June, Loewe launches 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.