

Clean sweep for Loewe in readers' vote

Loewe scoops first place three times for its television sets in Auerbach Verlag publishing house survey

Leipzig/ Kronach. – More than two million Leipzig Auerbach Verlag publishing house readers have voted for the best consumer electronics products. Loewe took first place in three different categories: with the Art 37 SL television set in the category flat screen TVs of up to 3,000 euros; the Loewe Reference for flat screen TVs of over 3,000 euros and the Loewe Connect TV in the category for "Special Interest" flat screen TVs. In the Blu-ray players category, Loewe took second place and it took third for speakers with the Loewe Individual Sound.

"These prizes are of particular significance to us" said Loewe Executive Board member Gerhard Schaas at the awards ceremony in Leipzig, "as they were awarded by numerous readers of renowned specialist magazines which deal specifically with consumer electronics products."

"This accolade is borne of practical application and comes directly from the customers. It's recognition of the systematic customer orientation of the Loewe premium brand", emphasised Director of Marketing Henrik Rutenbeck, who accepted the prizes for the best television sets.

The prize winners came to Leipzig from both within Germany and abroad to receive the crystal trophies. According to Florian Pöttsch, one of the partners in the Leipzig publishing house, "the presentation of prizes voted by the public is... important for manufacturers in the consumer electronics industry, as it means that they can then react to trends and consumer's wishes."

The Loewe Reference Home Cinema system, which sets new standards in technology and design, is the flagship of the Loewe range. High quality materials such as aluminium and glass, electrostatic speakers, as well as the Reference Mediacenter, for perfectly networking many multimedia applications, have already scored many test victories and received many design prizes.

LOEWE.

Loewe Art, for perfect home cinema, and Loewe Connect, for efficient PC networking, each address different target groups and are both ground-breaking products in the industry in their own right.

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