

Loewe wins awards for innovation and design

Over 250 journalists confer IFA PreView Awards

Kronach. – July saw more than 250 journalists take part in the IFA PreViews in Hamburg and Munich in the run up to the IFA which takes place annually in Berlin. Journalists representing leading daily newspapers, trade journals and magazines, as well as radio and television journalists, were given the opportunity to evaluate outstanding innovations and designs in advance, and award PreView Awards, at these renowned press events.

Loewe was once again awarded two coveted IFA PreView Awards this year. The journalists presented the Loewe MediaNet with a media prize in the "IFA 2010 Innovation" category and in the consumer electronics category, Loewe won a PreView Award for the design of its Loewe Individual TV line. "We see these awards from a large number of leading journalists as recognition of our prowess in technology and design. They've also really put the wind in our sails in the run up to what is the most important trade show in the industry. We at Loewe are delighted with this result", said Loewe CEO Frieder C. Löhner. The Loewe MediaNet provides the ideal link between television and Internet. It integrates even more online content into contemporary home entertainment, and provides a clearly laid out and edited range of Internet sites which are optimised for presentation on large flat-screen televisions. The Opera Internet browser makes surfing the web with the remote control child's play, and with new features, allows access to content such as free video on demand, infotainment pages, information services for the stock market, news and weather, social media and simple, unrestricted surfing.

The new Loewe Individual offers an incomparable range of individual possibilities: interchangeable insets in almost any colour desired, high-quality solid aluminium, several attractive housing colours, a multitude of set-up and rack solutions and freely configurable sound and technology options... The Individual certainly lives up to its name. With over a million combination options, it allows more room for creative freedom than any other home entertainment system. And all this with state-of-the-art technology. Modern LED backlighting and 400Hz are only two of many technological highlights which distinguish this system. The Loewe Individual is an integrated premium concept which fulfils its owner's wishes right down to the last detail.

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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.

LOEWE.