

Loewe takes Europe by storm

Loewe Individual 46 Compose 3D receives the international EISA award

Kronach. – The Loewe principle of uncompromising individuality teamed with superior technological standards makes its mark at an international level. The independent panel of experts from the European Imaging and Sound Association (EISA) conferred the renowned EISA award Best Product 2011-2012 in the category 'European AV Streaming TV' upon the Loewe Individual 46 Compose 3D. "The brand new Loewe Individual 46 Compose 3D delivers stunning pictures and sound while providing lots of connectivity options," was their verdict. The prize-giving ceremony is set to take place during the IFA in Hotel Adlon in Berlin on 2 September 2011. Loewe CEO Oliver Seidl was delighted: "Loewe Individual represents the company's brand values particularly well. This award shows that the combination of minimalist design, innovation for the senses and exclusive individuality is truly recognised by the European specialist press."

The jury, composed of the editors in chief from the EISA specialist magazines, was particularly impressed by the combination of superior picture and sound quality with unlimited connectivity. The interplay of Full-HD LCD technology, LED backlight and 400 Hz picture quality ensures that the Loewe Individual Compose always shows the perfect picture, which means that all TVs are perfectly suited to playing 3D content. Furthermore, the Loewe Individual Compose also displays 2D pictures in superior quality and it goes without saying that 2D programmes can be converted to 3D. What's more, if authorised by the provider, 3D content can be conveniently recorded and played back using the 500GB Loewe DR+ hard disk recorder integrated in the television.

Content can even be streamed to another 3D-compatible Loewe television via WLAN, LAN or Powerline, and, with the Follow Me function, viewing can be resumed at any time. It makes no difference when the film or programme was paused, or for how long it was paused. Viewing can be resumed seamlessly at any time. But it is also possible to watch standard programmes via the built-in tuner on the main set's flat screen, whilst the recording is streamed from the DR+ hard disk to the secondary set. If one person wants to watch a live programme on the main set, while someone else would rather view content saved on the DR+ hard disk recorder, then this is the answer. With DR+ Streaming, content can be effortlessly streamed to a TV in another room without interrupting the live programme. It is even possible to set up a veritable archive network with all of the DR+ hard disks in the home. All appropriately equipped televisions can be

quickly and conveniently networked, allowing access to every set from any one of the others.

The integrated Loewe MediaPortal opens up a variety of media in the home network, such as digital radio programmes and photo, music or video files on external hard drives. And all current Loewe Individual televisions are fitted with it as standard. The entire online universe is also accessible with the Loewe MediaNet. No other manufacturer has currently integrated more European content into its range. It is also possible to surf freely on the Internet courtesy of the integrated browser.

The new, pioneering Loewe MediaText, which corresponds to the HbbTV standard, is also included in the package. At just the touch of a button on the Loewe Assist remote control, a multitude of online services can be selected to accompany programmes. Loewe is one of the first manufacturers to prepare its televisions for this videotext of the future. The new Individual 46 Compose 3D is therefore, according to the EISA, “the easiest and most flexible way to enjoy multimedia all around your house. It is also desperately elegant and stylish and perfectly crafted.”

The glass contrast filter panel in the Loewe Individual Compose 3D is an exclusive finishing touch. The television is available in the classic Loewe colours: High Gloss White, Aluminium Black and Aluminium Silver, and the interchangeable insets can also be freely designed to suit individual colour preferences. Numerous sound and set-up options are just the icing on the cake. Cutting-edge technology combined with numerous equipment options in a clear and elegant design – that’s the Loewe Individual.

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About Loewe

Award-winning design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technology highlights include: home entertainment systems with high-definition picture quality, an integrated hard disk recorder and a perfect connection between Internet and television. In 2010, sales for the

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public-listed company founded in 1923 in Berlin totalled € 307.3m. 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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