

## Lighter than air

# Sound from the Loewe Air Speaker

Kronach. – We all know what it's like – home from work, time to relax. Time to put your feet up for a well-earned break after a stressful day. The door closes behind you. Seconds later, a gentle tap of your iPhone triggers soft lounge music from nowhere. Sound pervades effortlessly through the home, inviting you to relax into your surroundings. A dream? Not at all – with the new extremely compact Loewe Air Speaker, this dream is made reality. Music is transmitted wirelessly from an iPhone, iPod, iPad or iTunes to the Loewe Air Speaker via the AirPlay standard. A quintessential Loewe speaker with minimalist design; it comprises two subwoofers, two tweeters and two mid-range speakers and boasts a total power of 80 watts. A composition which guarantees superior quality music enjoyment.

If the Air Speaker is switched off again after use, it is also possible to switch on several speakers in different rooms, one after the other, with the iPhone. AirPlay data transmission occurs through the local network via LAN, WLAN or Powerline. Furthermore, the Air Speaker is ready to be “woken up” at any time – the practical WakeUp on LAN/WLAN function ensures that no time is wasted switching it on. What's more, the Air Speaker also has an Aux-In port and a USB interface allowing direct connection of iPods and iPhones via cable.

### Individuality without compromise

The Loewe Air Speaker fits seamlessly into any room – whether it's on a sideboard or on a shelf. Intrinsic individuality – the high-quality aluminium design of the Aluminium Black and Aluminium Silver speaker can be tailored to personal taste or interior design with top-mounted interchangeable insets. Practically any colourway in the RAL spectrum can be applied on request. The Loewe Air Speaker is yet further proof of Loewe's innovative spirit. The company is one of the first manufacturers to launch an AirPlay speaker on the market. And what's more, the Air Speaker can also be used with stereos or other devices via the Aux-In port.

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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 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.

**LOEWE.**