

# Your ears have never seen the like

## Loewe Audiodesign

Kronach. – German premium manufacturer revolutionises the audio market with new audio products. The new products not only set new standards in sound with staggering audio but also captivate with exclusive premium class minimalist design.

### It's all a question of tone

The all-in-one Loewe SoundVision is a complete desktop sound system. The newly developed user interface ensures simple control and the utmost convenience – either via the 7.5 inch Multi Touch display or at a distance via the Loewe Assist remote control. The new user-friendly user interface is exceptionally easy to use and affords countless customisation options. All of which makes music selection child's play – as soon as it's saved as a favourite in the main menu, your favourite music can be accessed quickly and conveniently, be it from FM radio, Internet radio, CD, iPod or iPhone. Six built-in speakers, two of which are integrated subwoofers, guarantee premium audio enjoyment. Your favourite music will always come into its own as the system guarantees brilliant audio quality. Recommendations for new songs can also be received via AUPEO! And the integrated Loewe MusicDetector can answer questions about the title or artist for a given piece of music. The programme searches unobtrusively for the artist, song title and other information whilst the song is playing. Loewe SoundVision will be, of course, network-compatible and thus can be seamlessly – and wirelessly – integrated into an existing home entertainment network. The audio system's slim-line housing is, as ever, Aluminium Silver or Aluminium Black and elegantly conceals the CD drive with a slot-in mechanism. Furthermore, the interchangeable side insets can be adapted effortlessly to personal taste and there is almost no limit to the range of colours to choose from – allowing the Loewe SoundVision to be integrated stylishly into any individual living environment.

### Lighter than air

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;

**LOEWE.**

it comprises two subwoofers and two mid-range speakers / tweeters and boasts a total power of 80 watts. A composition which guarantees superior quality music enjoyment. 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.

### Let the music play

The Loewe Soundbox brings together an RDS stereo FM radio, a high-quality CD player and an elegant iPod/iPhone docking station. Also integrated into the compact device are two 4 inch full range stereo speakers and two digital stereo amplifiers. The result is an intuitive all-in-one device which captivates with astonishing stereo sound, elegant design and complementary components that have been combined with meticulous attention to detail. The top inlay, under which the integrated CD drive with slot-in mechanism is concealed, is interchangeable. The large selection of individual colourways gives the device a new and unmistakable character – time and again. All of this conspires to make the new Loewe Soundbox the perfect uncomplicated audio solution for any room.

### Visit Loewe at ISE 2012: Booth 7P200

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About Loewe

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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 €274,3m (preliminary key figures). Loewe manufactures and distributes televisions, Blu-ray players, audio components and multiroom solutions. The company has around 1,000 employees and, on an international level, is represented in 50 countries.