

The future of home entertainment

Loewe presents spectacular design studies

Kronach. – German premium manufacturer Loewe is presenting three trailblazing design icons for the future of home entertainment at IFA 2011. With the Loewe Pivot, the pivoting 21:9 format wide screen automatically positions itself horizontally or vertically – as usage requires. In this way, the multimedia TV can serve as an information terminal or an exclusive home cinema system, for example in a business scenario. And with the help of screen art, it can also create a uniquely individual atmosphere.

The Loewe Module study on the other hand focuses on the way in which young people use different media in parallel. Whilst racing on a virtual track on the main screen, a simple glance at the adjacent screen affords contact with other players or an overview of friends' latest posts on facebook.

The third design icon, Loewe Mirror, creates wholly surprising, almost magical effects – such as virtual leaves swirling around the mirrored wall. It also goes without saying that you can check how your evening dress is sitting whilst calling up a floral design electronic timeline which displays the main events since activated last. Loewe, inventor of the electronic television 80 years ago, presents its vision of how television could look in the future.

Loewe Pivot – the flexible screen

Whether it's news, the stock market, tweets or new YouTube videos – we are inundated with more and more information every day. All the while, the desire to command this mass of information is increasing – but without having to spend the whole day in front of the computer. This is where the Loewe Pivot design study offers an aesthetic and practical approach to the concept of a fixed multimedia device. The full-size high definition screen displays general and personalised information in an easily-accessible format. And it goes without saying that the information displayed can be configured entirely according to individual preferences. The intuitive navigation means that interesting applications can be focused on, allowing you to delve deeper. A particularly impressive feature is that if a film tip is selected, for example, the Loewe Pivot automatically recognises the widescreen format and pivots the screen into a horizontal position. The selected film can now be watched in all its glory, whether in widescreen or even in full-screen cinemascope format. Once the film is over, the pivot screen reverts to its vertical default position. The Pivot not only provides the perfect frame for news, images and films but also for video art. Integrated into the back of the device are a 3D Blu-ray drive and a Sound Projector, the latter ensuring impressive sound quality. This

superlative degree of integration for the senses gives rise to a unique comprehensive all-in-one home media solution.

Loewe Module – for parallel media use

Young people increasingly use media in parallel. The son, brother or friend, who conquers foreign worlds in an online video game whilst discussing other gaming moves with fellow players over chat, all the while interrupting the action to read the latest Facebook posts, is no stranger. To ensure that all media can be used without interruption, Loewe has envisaged a two-screen modular concept for this very scenario – Loewe Module. With a configuration similar to a cockpit, the device, which can be set up on the floor, consists of two screens which are arranged side-by-side and can be used simultaneously. Whilst the main content is displayed on the main screen, contextual information can be viewed on the adjacent smaller high definition screen. As such the Loewe Module offers unprecedented depth of content and thus user-relevant added value. This applies equally to computer games and TV programmes as they are broadcast. In this way, for example, video chats can be displayed on the adjacent screen whilst games are played online. Similarly, whilst watching a sports programme, it is possible to show the different available camera angles on the smaller screen and select them for display on the main screen. Real-time commentary can, of course, also be displayed from the various social networks or you can make your own – all whilst watching a programme. The new HbbTV standard is integrated ex-works, making the connection between Internet and TV exceptionally convenient.

Loewe Mirror – the magic mirror

The way in which the Loewe Mirror design study arouses emotions is almost magical. Only when used does the mirror reveal its secret. Animation flits subtly over the mirror surface, bringing it to life. The Loewe Mirror is however, so much more than just a high-quality TV and attractive design object adorning an individual interior. The study also integrates a futuristic electronic calendar – the Timeline. It not only displays appointments, for example, but also notification of incoming video calls or completed live recordings. Looking backwards or forwards in the floral design Timeline is child's play; a simple hand movement in the corresponding direction is all that's required. Similarly, the user can select individual events and take a closer look. If the Timeline is no longer required, the Loewe Mirror reverts to ambient mode. And of course, the Loewe Mirror can also be used, quite simply, as a mirror. With great sophistication, the Loewe Mirror combines applications for the senses with superlatively minimalist design – and as such ideally lends itself to integration into any living environment.

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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.

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