



RELEASING THE FUTURE OF SMART TELEVISION.

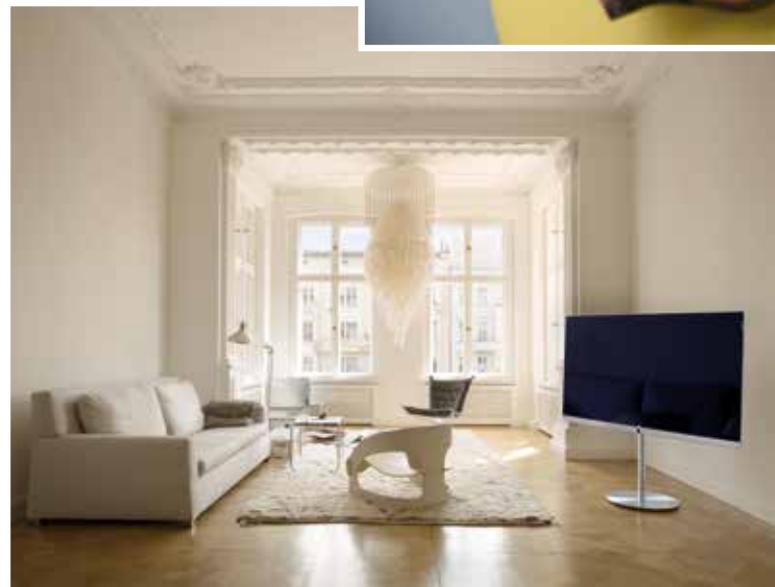
Discover the new Loewe.

LOEWE.



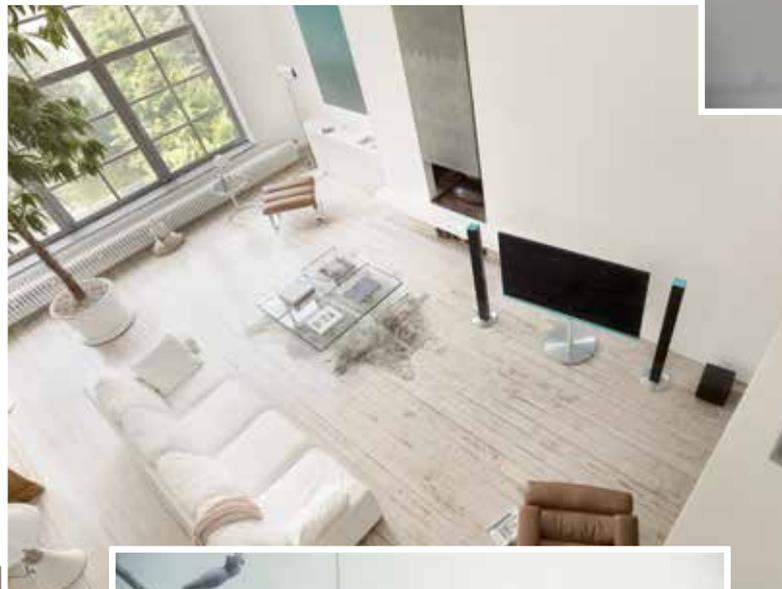
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Welcome to the world of **Loewe.**

For unique design, fantastic image quality or overwhelming sound experience – see, feel and enjoy the latest developments from Loewe. And thanks to the new Loewe operating system which is at the heart of our TV sets, you will discover our newly designed and fully Ultra HD-enabled product range. Experience for yourself the many intelligent features and apps that enrich your smart home entertainment experience.





Loewe **Masterpiece.**

A new era for: curvaceous viewing pleasure.

Perfection is our standard. The new Loewe Masterpiece is unique. A work of art in your room. Impressive, ultra-high-resolution 65-inch screen size. Pure. Clear shapes. A stunningly sleek silhouette. All connected for the first time with exceptional curved design and innovative technologies. The best in smart home entertainment means compromise-free convenience for the user and pure design for the eye.

Loewe Masterpiece – our greatest work.

Loewe Masterpiece will be available 2015.



Loewe **Reference.**



Loewe Reference will be available 2015.

A new era for: **brehtaking sound.**

The best news for all fans of razor sharp Ultra HD images: Loewe HD Audio. Those who appreciate brilliant picture quality will also not want to miss the crystal clear HD sound of the Loewe Reference.

Brilliant sound performance.

The new Loewe Reference impresses with its integrated SOEN® Soundbar. An impressive, authentic and natural sound experience. With eight built-in speakers, even the most difficult sounds are reproduced with incredible precision. Thanks to the sophisticated, highly innovative speaker technologies, an unrivalled sound experience is achieved. For you, this means excellent Loewe HD sound to accompany a super sharp Loewe Ultra HD picture.

Different configuration options enable you to customise the sound and further improve your viewing experience. The Loewe Reference is factory equipped with 120 watts of overall music performance, and provides you with a powerfully immersive entertainment experience in your own living room. The integrated Dolby TrueHD and DTS-HD decoder also allows customised audio solutions from 2.0. to 5.1. – with no external AV receiver.

Sharpest Loewe Ultra HD.

At first, you won't believe your eyes – and then, you will no longer want to see anything else. Razor sharp details, perfect contrast, absolute colour brilliance: the Ultra HD technology makes it possible. In future, you will probably have to look several times in order to distinguish reality from the TV image.



High-quality contrast filter panel.

A high-quality contrast filter panel made of double-sided anti-reflective safety glass – made in one of the most renowned German glassworks – gives the Loewe Reference a special elegance. This filter panel makes the picture visibly more precise, optimising contrasts and reducing reflections by a factor of around 10. The glass also protects the sensitive TV display.

Precisely crafted.

The Loewe Reference is perfect in every respect – no matter what side you look at it from. Timeless, minimalist lines, fine, precise workmanship and haptic quality make the Loewe Reference a high-end product in terms of design too. The frame is made of polished aluminium and the interchangeable speaker cover is covered with painstakingly produced acoustic fabric.



A new era for: **convenient recording anytime, anywhere.**

The flexible all-rounder with DR+ lets you pause and record TV and films with ease and stream content to a second device with Smart tv2move. Thanks to the Loewe Smart Assist App, it is even possible to record programming on the go. And there is still more to discover – because this high-quality TV set has it all, in the truest sense of the word. It is best to experience it for yourself.

Flexible mobile recording.

The days of missing your favourite programmes are over. With Loewe Mobile Recording, in conjunction with the Loewe Smart Assist App, it is possible to record the shows you want simply and easily, whilst on the move.

Film archive included.

The recording and playback of your favourite programmes is possible via the integrated DR+ TV hard disk. With 1,000 GB storage capacity, it provides enough space for up to 450 hours of film enjoyment. And in SD, HD, or 3D picture quality.



Record multiple programmes simultaneously.

Can't agree with your family or your friends on your choice of evening programming? Or does recording of two programmes overlap in time? No problem. With the new Loewe Multi Recording function, in future you can record two programmes simultaneously, and even watch a third programme.

Convenient second television.

The Loewe Smart tv2move App turns your tablet into a second TV: so you can watch, for example, one HD channel on your Loewe TV, and another via your tablet. And it is perfect for extending your viewing enjoyment anywhere in the house or even to the patio or balcony.

Colour variety.

Choose from four striking colours and emphasise your individual taste. The TV fits perfectly into modern living environments, not least thanks to its graceful design. For added flexibility, colour kits allow you to switch to a different accent colour whenever you want. For example from black to stylish petrol blue.

Sharpest Loewe Ultra HD.

HD television delivers razor sharp details, perfect contrast and unprecedented colour brilliance. The new Ultra HD technology is an advanced development of the HD standards – even sharper, more contrasting, more authentic. You have to see it to believe it.

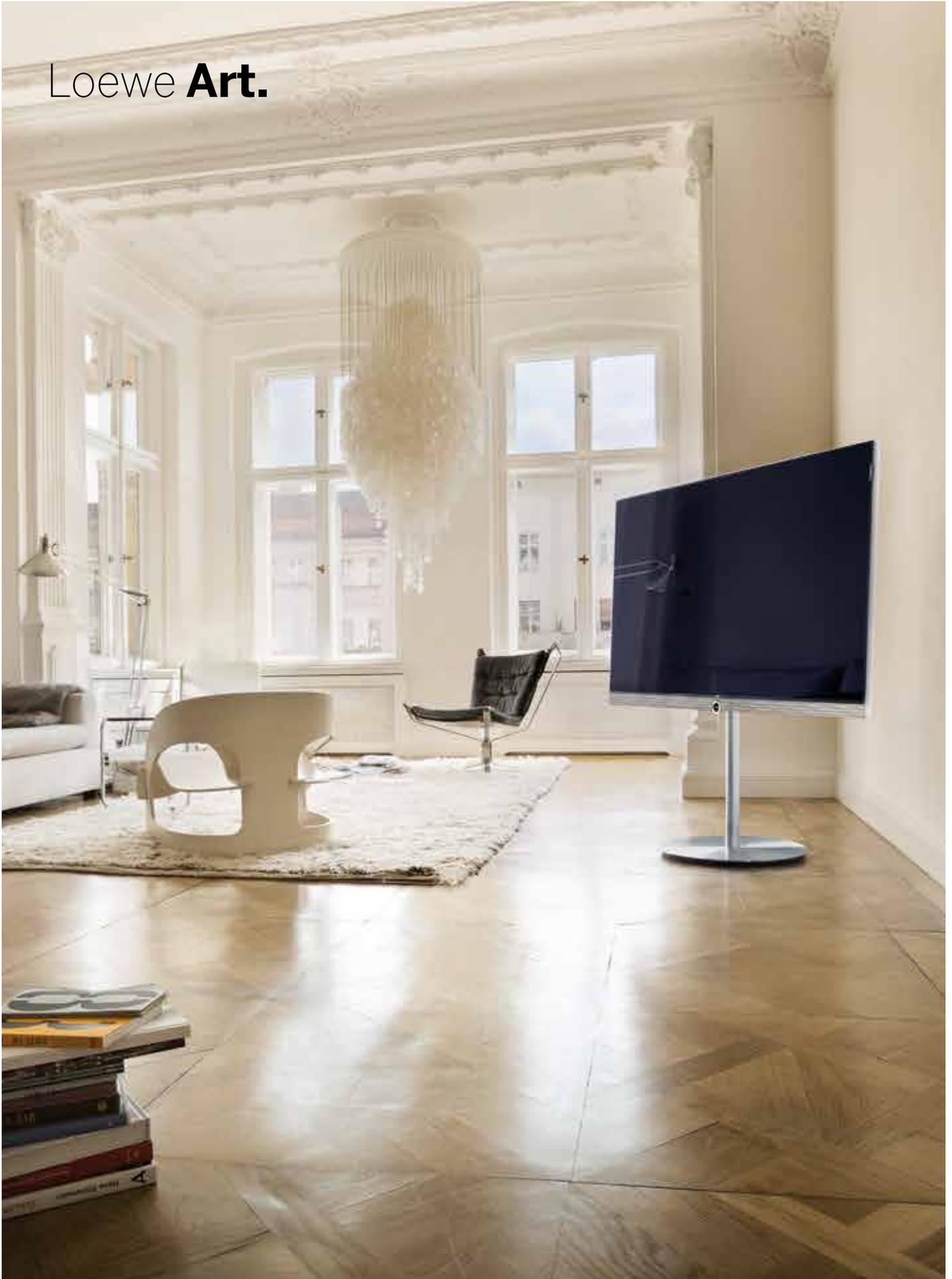


Loewe **Connect.**



Loewe Connect is expected to be available at the end of 2014.

Loewe **Art.**



Loewe Art is expected to be available at the end of 2014.

A new era for: **fastest switching.**

Switch channels – conveniently on your television, with no ifs or buts. The new Loewe Art offers you everything that makes for perfect smart home entertainment: The world's fastest channel switching times, a razor sharp Ultra HD image and easy operation. Quite simply, a pure viewing experience.

Fastest Instant Channel Zapping.

When developing our Loewe flat screen TVs, ease of use is always at the forefront of our minds. This is why Loewe has developed the Instant Channel Zapping function and offers you the world's fastest channel switching. This will allow you to "zap" at lightning speed through the multitude of digital transmitters.

Sharp, sharper, Loewe Ultra HD.

Sharper television has never existed! The use of the latest Ultra HD technology delivers crisp, sharp detail, perfect contrast and great colours – almost indistinguishable from reality in their brilliance.



Simple overview. Clear layout.

Only from Loewe: The redesigned elegant and simple Loewe Assist Media interface provides you with easy and intuitive operation. The simplicity of the pared-down icon design helps you find your bearings quickly and easily. A particular highlight is the Favourites feature: Pressing the star on the remote control once places a station, a photo, or a piece of music on your Home Screen.

Doubly flexible.

The new Loewe Art is doubly impressive: Two transmitters can be processed in parallel. While watching one programme, another can be recorded simultaneously via USB. And with PiP (Picture-in-Picture) you can even catch up with two programmes at once.



One docking speaker.

Multiple playback capabilities.

If brilliant sound met brilliant design, it would probably be the Loewe SoundPort Compact. Especially if easy operation and well thought out functions were included in the overall composition. This Bluetooth docking speaker plays your favourite music from the most popular smartphones and tablets.

Strong performance.

The Loewe SoundPort Compact is inspired by a very vivid and authentic sound. Despite its compact dimensions, it delivers rich stereo sound thanks to powerful digital amplifiers which produce a total music output of 80 watts. So, from your playlist on your smartphone or tablet, you can have an impressive 2.1 sound experience that you won't want to miss.

Easy Dock and Play.

On top of the SoundPort Compact is the docking tray with the built-in Apple Lightning connector. Simply dock your iPhone or iPad and you're ready to play your favourite tracks. The dock cover is designed to allow all the main smartphone models and tablets to be "parked", in either an upright position or landscape mode, to watch a video for example. Playback is then supported by Bluetooth. After use, the tray glides just as smoothly back inside the attractive housing. Two USB connections also allow you to connect your Android smartphone, laptop or PC/Mac to the Loewe SoundPort Compact.



Simple connectivity. Easy pairing.

Connectivity is another key theme of the Loewe SoundPort Compact. Near Field Communication (NFC) technology makes it easier to connect a wide range of modern mobile devices to the speaker. You can immediately create a Bluetooth connection and start playing music, with no complex set up in the device menu. To ensure outstanding streaming quality of music in Bluetooth mode, the speaker docking station also features the apt-X codec.

Intuitive operation.

As well as top quality and premium design, Loewe is also synonymous with simple operation: The buttons on the SoundPort Compact give you easy access to the most important functions. As well as volume control and audio source selection, you can also activate the "hands-free telephone system" feature.



Loewe SoundPort Compact.



Loewe **Speaker 2go.**



Wondrous sound **to go.**

You don't want to do without brilliant Loewe sound outside your home? In the garden, for a picnic by the lake, or wherever you are going, the purist designed aluminium Loewe Speaker 2go is your perfect companion.

Excellent 2.1 stereo sound.

Rich 2.1 stereo sound with extremely dynamic playback – thanks to two full-range speakers, one subwoofer, three digital power amps, a wide frequency range from 80 Hz to 20 kHz and an impressive 40 watts of music power.



Convenient connectivity. Easy pairing.

Thanks to NFC you can connect your smartphone to the Speaker 2go without the need to access a menu; just point your NFC enabled smartphone at the Loewe Speaker 2go – done. Via Bluetooth you can connect to Speaker 2go from up to 10 metres to play music wirelessly in amazing sound quality.



Premium hands-free telephone system.

A voice-optimized microphone and built-in echo reduction technology ensure perfect clarity. And with a beautiful minimal design, the Loewe Speaker 2go is perfect fit for any office.

Perfect companion to smartphones, tablets and mp3 players.

The Loewe Speaker 2go is the ideal companion for watching YouTube clips or to recreate a Formula 1 sound for gaming on your smartphone or tablet. In the office Speaker 2go proves a good companion too, ideal for playing audio files from a laptop during a presentation.

Always at your side: Great sound in a premium design.

The design of the Loewe Speaker 2go is ideally enhanced by the colour options of Aluminium Black and Aluminium Silver. The premium workmanship and aluminium finish give it a very elegant appearance – a portable design highlight.



Television. **Independence.** Enjoyment.

Never fall asleep on the sofa again, thinking you would definitely stay awake until the end of the film. Never miss a goal because you quickly left the room to grab something to eat. Thanks to the new Loewe Smart tv2move App for tablets you can stay in the midst of the film action – or on the ball – anywhere in your home. It is easy too thanks to live TV streaming on your home network.

Easy operation.

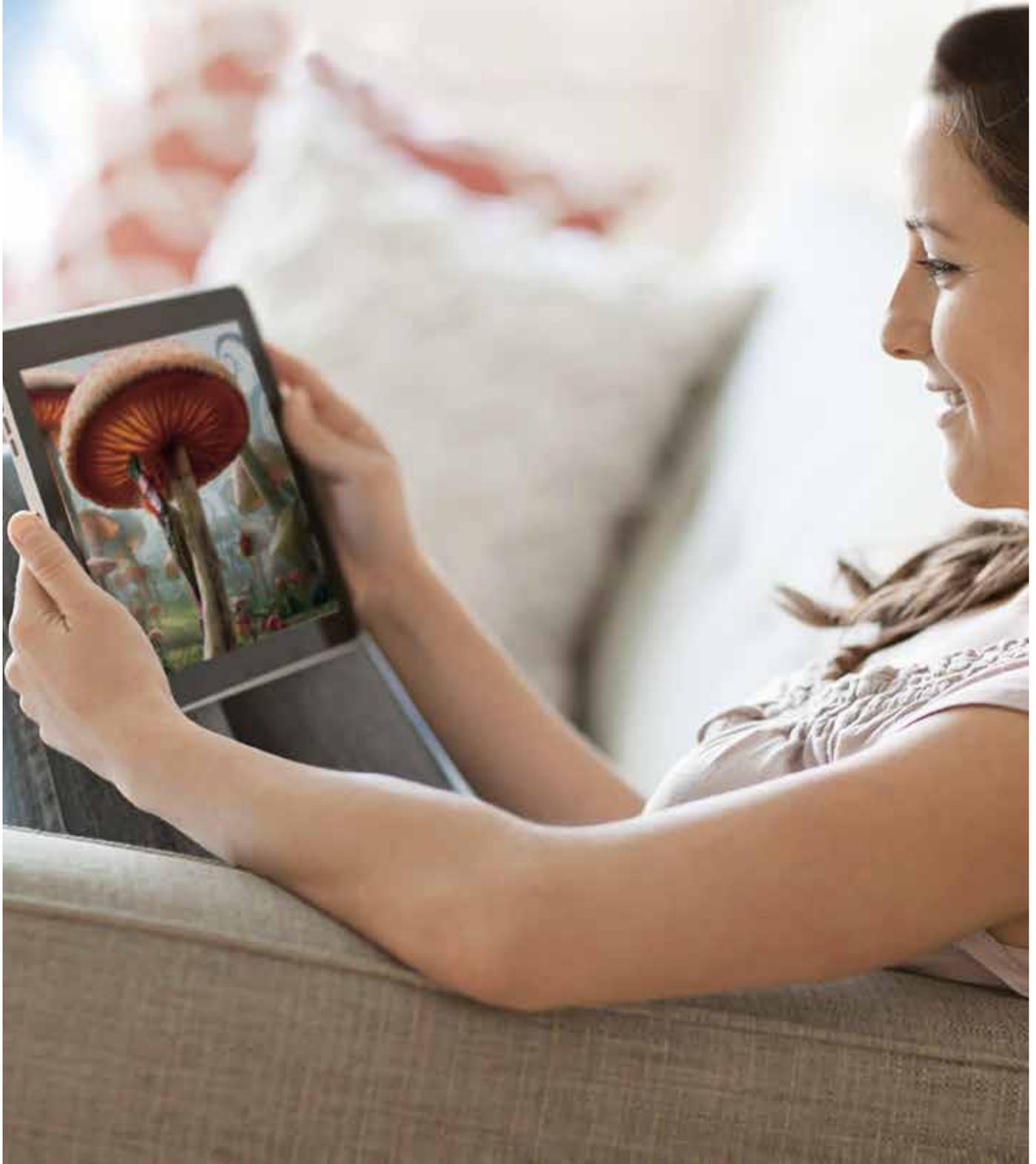
After starting the app, the last watched channel automatically opens. Simply touch the screen briefly and you will see a timeline containing key information about the current programme; for example, how far along it is. Or choose the desired TV station from your personal TV channel list. With the Smart tv2move App and just a few clicks, the 2nd screen mobile TV on your tablet is now part of your home network.



Clear presentation.

Touch the TV button, and the current channel list opens. Here, you can easily select a recording too. The current programmes are easy to spot thanks to the display of the preview image and the title. To get an overview of all the recordings you already made, simply press the DR+ button. From this list, you can then retrieve one of your saved favourite series, for example. The Electronic Programme Guide (EPG) is easily reached by pressing the book button.

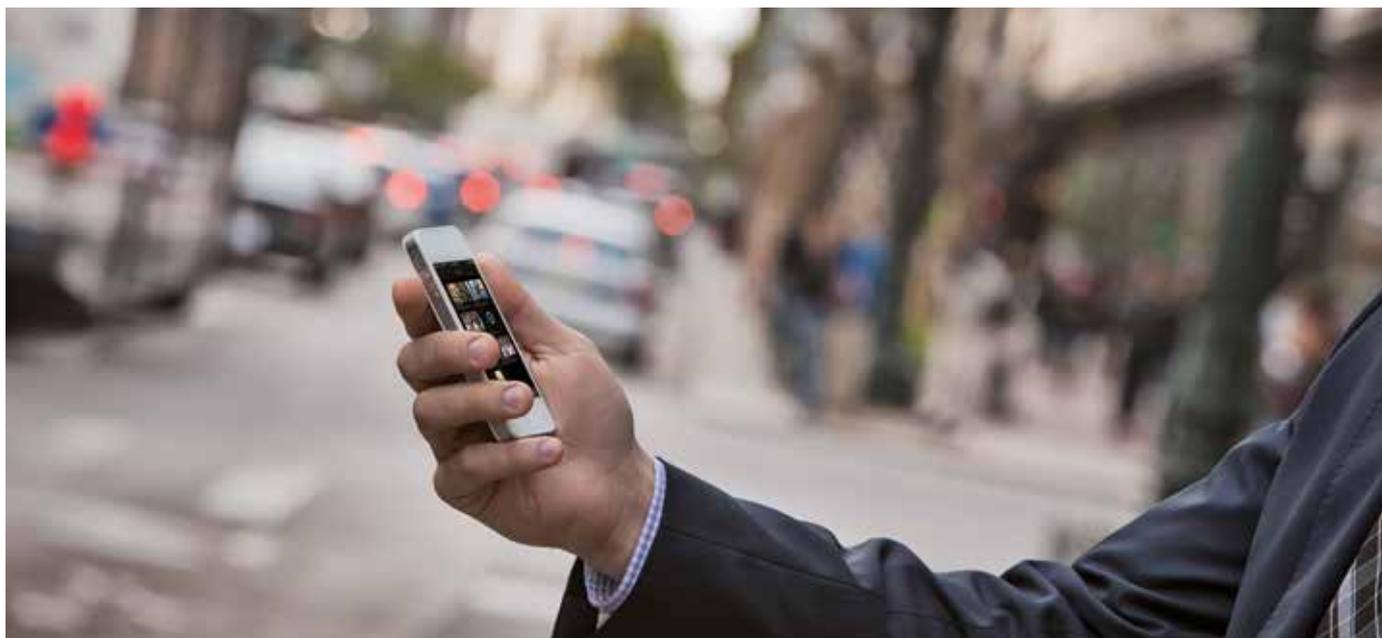
Loewe **Smart tv2move App.**



The Loewe Smart tv2move App is expected to be available at the end of 2014 for tablets and smartphones running Android 4.0 and Apple iOS 6.

The perfect companion to perfect entertainment: Loewe **Smart Assist App.**

The Loewe Smart Assist App is more than a remote control substitute: It enriches your entertainment experience in a fantastic way, provides important information clearly, and makes your life easier. So it's the partner everybody wants.



Convenient recording anytime, anywhere.

The days of missing your favourite programmes are over. With Loewe Mobile Recording, in conjunction with the Loewe Smart Assist App, you can now programme the shows you want at any time and conveniently, whilst on the move. All you need is an Internet-enabled smartphone running the Loewe Smart Assist App.

Direct access.

Your favourite radio station or DR+ recorded programmes can be conveniently put on the home screen of the Smart Assist App, for quick and easy access within your home network. Or simply scroll through the Electronic Programme Guide (EPG) on your smartphone to find out about the current programme's content and duration. Click on the desired content, and it will be shown on your Loewe Smart TV.



That sounds clever: Loewe **Smart Audio App.**

The Loewe Smart Audio App gives you easy access to music stored on your mobile devices. Quickly and easily, using the familiar Loewe Design. Its intuitive operation is a delight.



Fast search, easy control.

Find your favourite music quickly – thanks to the clear and simple menu structure, which includes a cover display. It can access purchased content from iTunes as well as Internet radio. Using the Loewe Smart Audio App, you can also easily play your favourite music via the Speaker2go or SoundPort Compact.

Direct access to Internet radio.

The Internet Radio feature provides the widest available range of different music channels from all over the world. Browse music from over 30,000 Internet radio stations: from Baroque to rock. So you can listen to your favourite radio station from your last holiday, just as easily as you can access the latest news.





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Technical modifications, delivery conditions and errors excepted.
Item no. 99 005 876 · Editorial deadline 10 August 2014 · Printed in Germany.

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