

Every era has its standard.

Loewe redefines home entertainment with Loewe Reference

- The design: exclusiveness and outstanding workmanship give the new Loewe Reference line its unique character
- The audio-visual experience: the flat-screen TV Reference 52 Full HD+ 100 and Reference Sound Standspeaker provide for fascinating home entertainment and meet the most demanding requirements
- The operating concept: proven principles and innovative technologies have been carefully matched in a painstaking development process to ensure maximum convenience
- The technology: ground-breaking, high-performance and yet unobtrusive. Everything – be it the opulently equipped Reference 52, the Reference Mediacenter, the Reference Sound Standspeaker or the Assist Media remote control – is designed to for experiencing maximum enjoyment.

Kronach. – The Loewe Reference 52 Full HD+ 100 flat-screen TV surpasses all expectations. With an impressive 52-inch screen diagonal and a depth of only 60 millimetres, it is an imposing presence. The best thing about it, however, remains unseen: all the technologies required for a fascinating home cinema experience are already integrated in the flat-screen display! But Loewe's passion for providing the best in home entertainment goes even further than that: the Loewe Reference Mediacenter is the central and flexible interface for all kinds of digital entertainment. iPod, DVD and Radio are just three examples of the various media that can be connected and played with ease at any time via the Mediacenter. But the real thrill comes with the sound: although the Loewe Reference Sound Standspeakers are now wafer-thin, they have a full-bodied sound. This is made possible by means of electrostatic charging. This technology is being offered here by Loewe for the first time in the premium market. The Reference Sound Subwoofer and the Reference Sound Bass Cube complete this unique audio

experience. Thanks to intelligent multi-room solutions, this audio experience can be enjoyed throughout the buyer's living area without any major installation expenditure. The entire Loewe Reference product line can be operated with just one single remote control. The Loewe Assist Media provides a convenient menu on the TV screen to guide the user through the wide range of entertainment options. The OLED display on the remote control is activated when it is used in adjacent rooms, thus simplifying selection and operation. The entire system can be placed on a single floor plate made of polished aluminium, giving the Loewe Reference a sculpture-like character

Deceptively slim: Loewe Reference 52 Full HD+ 100

The equipment features of the Loewe Reference 52 flat-screen TV surpass all expectations. Although the depth of the housing designed by Loewe and Phoenix Design and containing a 52-inch (132-centimetre) screen is a mere 6 centimetres, all the technologies required for a fascinating home cinema experience are integrated in it. For example, the viewer watching the Loewe Reference can enjoy not only high-resolution images in full-HD quality, with 1920 x 1080 pixels, but also, thanks to 100Hz technology and 24p motion picture display, particularly fluid image motion. This means sharper action images, even with fast camera panning. The slim-line housing also contains the receivers for digital terrestrial, cable and satellite signal reception. HDTV broadcasts can be viewed using the integrated HDTV receiver without any additional devices. The Loewe Reference will therefore also carry the official "HDTV 1080p" logo. Another standard feature on board is the DR⁺ hard-disk recorder, now with a generous storage capacity of 500 GB, for uncomplicated recording and deferred viewing of television programmes – also in HDTV quality. A further feature is the integrated Media Player with network function. In spite of the housing's slight depth, its speaker volume amounts to four litres, providing powerful low frequencies. The set also contains a module for the multi-channel sound systems Dolby Digital and dts. The Loewe Reference 52 features a motorised rotating function operated by remote control to ensure that it can always be viewed in the best possible light. The Loewe Reference flat-screen TV can be positioned on a floorstand or on a floor plate with Cube, a rack with integrated sub-woofer. And Loewe's passion for the best in home

entertainment goes on. The flat-screen TV is so ideally complemented with the Loewe Reference Mediacenter and the Loewe Reference sound components that watching TV becomes a sensual experience.

Key player: Loewe Reference Mediacenter with multi-room function

The Reference Mediacenter is the central hub for all forms of digital home entertainment. It includes a player for CDs, DVDs and BluRay discs, an FM-RDS stereo tuner, an analog audio port, an iPod-/iPhone interface, two ports for USB data storage media and a LAN/WLAN port for rapid access to network-based mass storage device and to music and radio channels on the Internet. DVB radio can also be received when connected to the Loewe Reference 52 TV with cable or satellite tuner. At the same time the integrated LAN/WLAN platform also enables audio sources to be distributed simultaneously and individually to different rooms or throughout the entire house in parallel for parties. All kinds of components can be connected to Loewe's Multiroom Server – from a television with integrated LAN/WLAN interface to a client in another room, the Multiroom Receiver. Alternatively, or in addition to LAN or WLAN networks, a Powerline data network can be set up using the building's electrical wiring if an external adapter is provided.

The ultra-flat Loewe Reference Mediacenter, like a minor work of art, with its elegant aluminium and glass housing, perfectly matches the rest of the Loewe Reference line. Alongside the wall mount, a table stand and a floor stand are available as options. On its right-hand side the Mediacenter has a motorised loading mechanism, which cannot be seen from the front, for CDs, DVDs and BluRay discs. For each CD, track details, musical genre and the corresponding album cover picture are automatically downloaded from an Internet music database and archived in a large flash memory. If a DVD is being played on the Mediacenter, a sophisticated "upscaler" converts the video image into first-class full-HD resolution with 1920 x 1080 pixels (1080p reproduction).

Orchestral: Loewe Reference Sound

Matching the Reference 52 and Reference Mediacenter in design, the Loewe Reference Sound Standspeaker offers a stereo speaker solution of

correspondingly high quality. The wafer-thin electrostatic speakers produce a full-bodied sound. Electrical signals are transmitted to a membrane in the speaker that converts them into mechanical vibrations. This enables Loewe for the first time to offer ultra-slim speakers to match their flat-screen TVs without making any compromises in terms of acoustic reproduction. All Loewe Reference Sound Standspeakers can be perfectly complemented with the Loewe Reference Sound Subwoofer or the Loewe Reference Sound Bass Cube both aesthetically and in terms of sound quality. The latter can be placed alongside the Loewe Reference 52 flat-screen TV on a floor plate made of polished aluminium.

Complete control: Loewe Assist Media

All the components of Loewe Reference, from flat-screen TV to Mediacenter to Multiroom Receiver, can be operated by means of the fascinatingly attractive Loewe Assist Media remote control with its brilliant OLED colour display. When switched off, all the keys on the Assist Media are blank – only when it is touched does the remote control awake to reveal its true strength, showing the corresponding symbols and lettering. Assist Media functions on the basis of wireless USB and can therefore show comprehensive information on the music currently playing, including even the cover art picture of the corresponding album, on its 2.4-inch OLED colour display (240x320 pixels). It is also possible to select tracks from individual play lists or according to genre, performer and numerous other criteria in this way. Finally, the display even allows the user to select specific radio channels. The remote control is also designed for use in large rooms and has a range of at least 10 metres. By means of a convenient on-screen menu shown on the television screen Loewe Assist Media guides the user through the many entertainment options. In adjacent rooms the display on the remote control is activated to simplify selection and operation. With a base made of high-quality aluminium and an upper shell made of glass, the Assist Media exudes refinement. A product of master craftsmanship.

This places the new Loewe Reference line in a class of its own: no system has ever displayed such collective harmony. With Loewe Reference, Loewe has redefined home entertainment. The launch of Loewe Reference is planned for mid-2009.