



Loewe Reference

A new reference point for TV performance and design

- Loewe's new high-end 4K Ultra HD TV
- Anti-reflective, high-contrast glass filter panel for breathtaking picture quality
- Class-leading eight-speaker integrated sound system with 120W amplification
- Built-in 1TB hard drive – pause, record and archive content
- Media server and client functionality shares content with other Loewe TVs
- Remote recording smartphone app and 'second screening' tablet app
- Bluetooth audio streaming and DLNA connectivity
- Built-in Dolby/DTS decoder – high-performance home cinema with minimal clutter
- Beautifully intuitive user interface with fully customisable home screen
- Minimalist design, precision engineered using premium materials
- Available in Aluminium Black, Aluminium Silver, High-Gloss White and Dark Gold
- Motorised floor stand option
- Designed and manufactured in Germany

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London, United Kingdom – Loewe’s new Reference is truly a reference point for TV specification and design. Precision engineered in Germany using premium materials, the new Reference sports an aluminium surround that frames the glass screen like a fine work of art. Class-leading performance comes courtesy of a 4K Ultra HD picture that’s crisp and vibrant, yet natural to the eye, with unbeatable sound thanks to a built-in soundbar with eight internal speakers driven by 120 watts of amplification. It offers unique functionality, with an onboard 1TB hard drive for recording and sharing content, plus Dolby/DTS surround sound processing integrated into the set. And this state-of-the-art TV would not be complete without an impressive raft of smart connectivity, with wireless networking, Bluetooth and a range of interfaces to suit every installation, from a chic townhouse to a luxurious country pile.



Picture perfect

Breathtaking picture quality is a given with the new Loewe Reference TV. Its 4K Ultra HD display combines with Loewe’s sophisticated Image+ processing to deliver a picture that is wonderfully vibrant and detailed, yet natural and cinematic. Up-to-the-minute interfaces including HDMI 2.0 with HDCP 2.2 and HEVC make the most of ultra-high-resolution content from external sources, while Loewe’s advanced super-scaling technology provides a significantly enhanced viewing experience with SD and HD content. An anti-reflective, high-contrast glass filter panel, specially developed for the Reference range, contributes significantly to the TV’s superior picture quality. Active-shutter 3D technology is also on board.

Sounds sensational

If you’re investing in a beautifully designed TV, the last thing you want is to spoil its svelte, minimalist looks by adding more boxes – that’s why Loewe’s integrated design approach is such a boon for those who value interior design and TV performance in

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equal measure. Class-leading, built-in audio technology is a key part of this concept: whereas most TVs need, at the very least, an external soundbar to improve their weak audio performance, Loewe's new Reference sets come with a high-performance soundbar built into their elegant chassis.

Developed in partnership with SOEN – a world-leader in high-performance compact audio solutions – this integrated stereo sound system combines 120 watts of amplification with multiple forward-firing speakers, expertly engineered with high-excursion Smart Suspension, advanced FluxForce Motors and Momentum Ports to augment the bass. What's more, unlike many TVs, the audio signal is precisely maintained in the digital domain until the last possible point before feeding the speakers, thus ensuring optimum signal purity. The result is crisp, detailed and powerful sound, fully integrated into the TV and every bit as immersive as its vivid yet natural Ultra HD picture quality.

In combination with Loewe's sophisticated software, the front and rear arrangement of the drivers in the built-in soundbar delivers impressive virtual 3D surround sound, even without additional speakers. For those seeking full-on home cinema surround sound, Loewe's Reference sets include built-in Dolby/DTS audio decoding, while the integrated soundbar can act as the centre speaker in a 5.1 set up, adding convenience and reducing the need for external clutter. Loewe takes sound seriously – just one of the many things that set Loewe's impeccably tailored Reference TVs apart from the rest.



Powerful networking

Loewe Reference TVs include a 1TB hard disk recorder integrated within their elegant chassis, opening up a raft of content-sharing functionality that is completely unique to Loewe. In addition to operating as a built-in PVR, recording and archiving programmes in the manner of a Sky+ box, Loewe's DR+ hard drive also acts as a video server that can be accessed by other Loewe sets in your home network (this function is called 'DR+

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Streaming'). Viewers can also pause a programme and pick up where they left off on another DR+-equipped TV in a different room ('DR+ Follow Me')

For ease of use, programmes can be recorded directly into a customisable folder system, making content easy to access and manage – content can even be exported to an external USB drive for archive purposes. Thanks to the new Reference TV's triple-tuner, dual-channel configuration, viewers can watch one channel while following a second in picture-in-picture mode and recording a third on the hard drive. And you don't need to be at home to stay in control: 'Loewe Mobile Recording' allows you to schedule recordings when you're out and about via the Loewe Smart Assist app for Android and iOS smartphones – ideal if your meeting is running late and you won't make it home in time to see your favourite programme. The Loewe electronic programme guide, available in the TV set and also in the Loewe app, provides an intuitive interface for scheduling recordings on the integrated hard disk recorder.

Smart content sharing

Loewe's ingenious 'Smart tv2move' app turns your tablet into a second television at the touch of a button. You can watch the programme that's showing on your TV or utilise the TV's second tuner to watch a different channel, ensuring you don't miss a thing if you need to leave the room or you want to watch TV on the patio.



Wireless music streaming

The Reference TV's credentials as a fully integrated entertainment media 'hub' are further enhanced by the inclusion of Bluetooth audio connectivity, letting you stream music from a smartphone or tablet, and listen via the integrated soundbar or an external sound system connected to the TV. Whether your music is stored locally or played via an online streaming service like Spotify, simply pair your Bluetooth-equipped device with the TV, launch your playlist and enjoy.

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Intuitive operating system

Thanks to the integration of all these features in one TV, the entire system can be operated using a single remote control. Loewe's new 'Assist Media 2015' operating system is now even more intuitive, featuring logical graphical elements and useful features like the usage history option ('Last Viewed'). The customisable home screen allows quick access to the content you access most often, whether it's a TV channel, archived movie, radio station, music or an external device such as Blu-ray player – the choice is yours.

The new Loewe Reference gives access to a wealth of content and applications via its triple-tuner, dual-channel system, integrated network interface and high-performance WLAN module. And thanks to Assist Media 2015 and MediaNet, Loewe's smart TV portal, the content you desire is always at your fingertips.



Impeccable design

The Loewe Reference is a premium home entertainment system designed to integrate harmoniously in your living environment and bring lasting pleasure for years to come. From every angle, its high-quality aluminium frame, anti-reflective, high-contrast glass filter panel and perfectly crafted surfaces emphasise its high-end credentials.

Four luxurious frame colours ensure Loewe's Reference TV looks right at home in even the most stylish surroundings, with a choice of Aluminium Black, Aluminium Silver and High-Gloss White, plus a premium, hand-applied finish option called Dark Gold. Further

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colour options are available via interchangeable fabric speaker covers, with high acoustic permeability to ensure undistorted sound.

Each Reference TV is complemented by a choice of elegant set-up solutions, from a wall-mount or premium-quality tabletop stand to a stunning motorised rotating floor stand, as well as various exclusive rack systems with sufficient storage to accommodate a subwoofer, Blu-ray player or media player. The end result is a TV that also serves as a fully integrated AV media 'hub', impeccably tailored to suit personal taste.

Pricing and availability

The Loewe Reference 4K Ultra HD TV is available in a 55in screen size from June, with an RRP of £3,800. This will be joined by supersized 85in and 75in screen options in August and September respectively.

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About Loewe

German manufacturer Loewe has been responsible for many milestones in consumer technology since its formation in 1923. These include the invention of the integrated circuit in 1926, the world's first public demonstration of an electronic TV broadcast in 1931, the world's first cassette recorder in 1950 and the unveiling of Europe's first stereo TV in 1981. Loewe initiated the 'Smart TV' trend in 2008 with the first internet-connected television, and delivered the world's first integrated system for 3D sound in 2013. All Loewe products are designed and engineered in Germany.

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