

Introducing Bild 7: designed and engineered to be world's finest TV

Loewe's first OLED television combines cutting-edge technology with state-of-the-art design

London, United Kingdom – Loewe is set to launch its first OLED television. Called Bild 7 ('bild' means 'picture' in German), the new TV will be installed as the German manufacturer's flagship model when it launches this September.

The Bild 7's state-of-the-art OLED panel is custom-made for Loewe by LG to the very highest specification currently available. To this universally acclaimed panel technology Loewe adds a host of specialties, including exquisitely minimalist design, class-leading sound, sophisticated picture processing, an integrated hard disk (PVR), impeccable build quality, wide-ranging connectivity and much more, creating a TV that may reasonably be considered the finest in the world.



The joy of OLED

OLED is the next-generation panel technology that takes TV picture quality to new heights. The pixels generated by an OLED panel self-illuminate independently of each other, without the need for backlighting as required by LCD panels. This delivers advances in picture quality that include unprecedented black levels, greater contrast, truer colour rendition, a wider colour gamut and wider viewing angle.

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The Bild 7 incorporates the most advanced OLED panel currently in existence and combines it with Loewe's sophisticated, proprietary picture processing to deliver an outstanding picture quality. Loewe calls this 'VantaVision', a term derived from VantaBlack®, the darkest man-made substance ever created.

The TV comes in two screen sizes – 55in and 65in – and supports 4K Ultra HD and HDR (High Dynamic Range), with Dolby Vision to follow shortly after launch. It is also fully compliant with the Ultra HD Premium standard (currently awaiting certification). Whether the content you're viewing is in standard, high or ultra-high definition, the Bild 7 will bring it to life in a way that no LCD TV can.



Break the sound barrier

Loewe has long prided itself on delivering the best TV sound on the market, vastly superior to the insipid sonic performance of most modern TVs. The Bild 7 boasts Loewe's best-ever integrated soundbar, incorporating six high-specification active drive units coupled to 120W amplification – twice the power of the speaker system in LG's flagship 65in G6 'Signature' TV and three times that of the rest of the LG OLED range.

Low-frequency performance is dramatically enhanced by the addition of four 'racetrack'-style ABRs (Auxiliary Bass Radiators), replacing the bass reflex design of previous Loewe models. The resulting sound is rich, detailed and capable of room-filling volume, without necessitating further audio equipment to engage the viewer sonically. Loewe highlights the significant improvement in midrange performance, which enhances the clarity of dialogue – a critical component of the TV viewing experience. Simply put, flatscreen television has never sounded so good.

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Of course, should the owner of a Bild 7 TV wish to achieve an even greater level of audio performance, Loewe makes a range of active speakers (both wired and wireless) and powered subwoofers for stereo, 2.1, 3.1 or 5.1 surround sound. The TV even incorporates Dolby and DTS surround sound processing, enabling a full home cinema system to be created with minimal clutter and maximum simplicity.



Design statement

As one expects of a flagship Loewe TV, the Bild 7 is made using the highest quality materials, with a meticulous level of craftsmanship and attention to detail. The screen is less than 7mm thick, its sleek aluminium bezel finished in matt graphite grey (similar to Apple's Space Grey). This coordinates beautifully with a choice of dark or light grey acoustic fabric for the soundbar at the front and cable cover at the back, ensuring the TV looks fabulous from every angle.

Impressive design touches abound, not least the Bild 7's motorised movement, which delivers the best of both worlds: a super-minimal TV screen when switched off, together with superlative audio performance when in use. Prior to power-up, all that is visible from the front is the glass screen, with its discrete bezel and iconic 'Loewe Eye' hanging elegantly beneath. Switch the TV on and the screen slides smoothly upwards, revealing the slim yet powerful integrated soundbar beneath. Switch it off and the screen silently returns to its original position, hiding the soundbar discretely from view. Loewe's clever mix of functional and aesthetic design means we can wave goodbye to the unsightly separate soundbar, a necessary addition to many TVs.

The TV comes with a wall mount, with optional table and floor stands available in matching graphite grey. The floor stand sports a motorised swivel action; the table stand

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can be specified with or without motorised swivel. The stands are sized differently for the 55in and 65in screens, ensuring each ensemble remains perfectly in proportion.

The Bild 7's sophisticated design doesn't stop on the outside; Loewe has employed a team of 'user experience specialists' to improve the usability and graphic design of the GUI (Graphical User Interface). The result, which is both beautiful to look at and more intuitive to use, has been nominated for the UX Design Awards 2016.



Not just a TV – it's a home entertainment 'hub'

The Bild 7 incorporates a 1TB hard disk recorder (expandable to 2TB) within its elegant chassis, opening up a raft of content-sharing functionality that is unique to Loewe. In addition to operating as a built-in Freeview HD PVR for recording and archiving TV programmes, Loewe's DR+ hard drive also acts as a video server accessible from other Loewe TV sets in your home network – this function is called DR+ Streaming. Viewers can also pause a programme and pick up where they left off on another DR+-equipped TV in a different room, thanks to DR+ Follow Me.

The TV's triple-tuner, dual-channel configuration allows viewers to 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.

The Bild 7's credentials as a fully integrated entertainment 'hub' are further enhanced by Loewe's built-in wireless multi-room functionality, enabling live TV and audio to be streamed from one Loewe set to another, similar to Sky Q. Music can even be

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synchronised Sonos-style between several Loewe TVs, a feature made particularly worthwhile by their superior sonic performance.

Bluetooth connectivity adds further wireless options, letting you stream music from a smartphone or tablet and listen via the integrated soundbar or an external sound system connected to the TV. Bluetooth headphones can be paired, too – perfect for a spot of silent late-night viewing without the encumbrance of wires.

All this fluid functionality and plenty more is accessed with ease thanks to version 4.0 of Loewe's TV operating system, due to launch alongside the Bild 7.

The Loewe Bild 7 OLED TV is made in Germany and available from September, priced at £4,490 for the 55in screen (Bild 7.55) and £6,490 for the 65in screen (Bild 7.65).

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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 manufactured in Germany.

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