

Award-winning Loewe design

Reference System and Art SL television receive red dot awards

- **red dot: best of the best award goes to the Loewe Reference system**
- **Loewe Art 32 SL receives red dot award**

Kronach. – The Loewe Reference home entertainment system has received the red dot: best of the best award at a gala ceremony held at the Aalto Theatre in Essen. The system consists of the Reference 52 flat screen TV and Reference Mediacenter on the Reference Floor Panel Medium stand, the ultra-slim Reference Sound Standspeakers, Reference Sound subwoofer and Assist Media multifunction remote control and was designed by Phoenix Design of Stuttgart together with Loewe. In addition, the Loewe Art 32 SL television, also by Phoenix Design, received a red dot award. “We are delighted to receive these awards, which show that Loewe offers consistently high design quality right across its product range,” said Loewe CEO Frieder C. Löhner.

The desire for absolute perfection was the driving force behind the designers involved in the development of the Reference system. Each individual component and every single detail of the system had to be synchronised and, like the individual instruments in an orchestra, integrated into a harmonious whole.

In many ways, the Reference Mediacenter audio system sets the tone for the entire system. It is no coincidence that the Mediacenter’s design evokes a conductor’s rostrum - because together with the beautifully designed Assist Media remote control and Reference TV, the Mediacenter allows you to conduct all aspects of your home entertainment experience with perfect virtuosity. The cabling between the television and the audio system is completely concealed by the Reference Floor Panel Medium and the stunning Reference TV with its 52 inch screen appears to hang in the air above the stand, an impression further enhanced by the ultra-slim profile of the panel screen, which has a depth of just 6 cm. The designers have used electrostatic technology to develop the Reference Sound Standspeakers as the perfect complement to the ultra-slim Reference TV. The membrane is built into a single, thin aluminium disc, meaning that the loudspeaker design is in perfect harmony with that of both the Reference Mediacenter and Reference TV.

The new Loewe Reference line is without equal - never before have technology and design been combined to form such a harmonious whole. It comes as no surprise that, even before its official launch, the new Loewe Reference home entertainment system received, amongst others, the coveted IFA PreView award for the best design achievement from more than 250 German-speaking journalists, before going on to receive the iF gold award in 2010.

With over 12,000 entries from more than 60 countries, the red dot design award is one of the biggest design competitions worldwide. The most coveted award is the red dot, the international seal of high-quality design. A jury of renowned international designers and design experts judge the products entered according to such criteria as innovation, functionality, formal quality, ergonomics, symbolic and emotional content and intuitive operation.

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About Loewe

Outstanding design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technological highlights include: home entertainment systems with high-resolution picture quality, an integrated hard disk recorder and a digital TV receiver. In 2009, sales for the publicly listed company founded in 1923 in Berlin totalled € 324m, with EBIT of € 13.5m. 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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