

Loewe One. Sophisticated design, powerful sound and flawless streaming become One Love.

Kronach. – Loewe, manufacturer of high-quality, German made, home entertainment products, proudly announces the launch of the new One and its entry to a lower price segment. Design aficionados can now buy a premium quality television at an affordable price. The Loewe One offers a unique sound, high-resolution images and a sophisticated design.

For the very first time Loewe has designed a frameless screen with an invisible sound system (2 x 20 watt power) which radiates backwards and delivers a powerful three-dimensional stereo sound.

The Loewe One is able to stream thousands of movies and TV shows through the integrated Amazon Video App. For music lovers the pre-installed Tidal App makes dreams come true, offering over 40 million songs from every genre. Additionally it's very easy to stream your favorite songs from your smartphone to your new TV. The One's great connectivity ensures premium playback with a high-end image and sound experience.

The dual channel-concept in the Loewe One 55 enables users to record and watch different TV shows simultaneously and switch between channels quickly, using the remote control's instant channel zapping feature.

Using a wall, table or floorstand, the Loewe One has a wide variety of stand options and thanks to the minimalistic design and premium materials, the TV looks great in every style of interior.

The Loewe One will be available in 40 and 55 inch versions, starting at 990 Euro. It was created for design oriented consumers who do not want to compromise quality and usability. A social media campaign with the slogan "one love" will support the official product launch in Germany.

About Loewe

Loewe invented the television more than 80 years ago. The company's development, production and service are located in the town of Kronach in Upper Franconia,

LOEWE.

Germany. Loewe products are designed for longevity and low energy consumption. Modular technology, quality materials, precise workmanship, regular software updates, and not to forget the timeless design guarantee the sustainability of the products.

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