

Every era has its standard.
Loewe Reference.



LOEWE.

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**Loewe believes in visions.
Loewe believes in extraordinary
solutions.**

Now Loewe is setting a new standard: Loewe Reference is unique. Prestigious size and a slim silhouette have been combined with integrated innovative technologies for the first time. Starting now, finest home entertainment means a perfect system. And as of now, finest home entertainment also means comfort without compromise in operation and pure design for the eye. Class has not yet been defined in this way.















Quality product. Exclusive design exhibits timeless style.

Elegance has a new name. At an impressive 52 inches diagonal and a slim 60 millimetres depth, Loewe Reference displays perfect presence. A tilt angle of four degrees and motorised rotation lend the

monumental figure a lightness hitherto unknown. Both set-up solutions – a discreet floor stand and an impressive base plate with bass cube – display a sculptural character. The purist composition

of black elements and polished aluminium leave a lasting impression. Highest quality in material and the most diligent workmanship provide endless beauty.







Spatial marvel.

Integrated technology makes history.

Loewe Reference surpasses all expectations. In an astonishing engineering feat, the slim depth of 60 millimetres supplies sufficient space to integrate all technologies required for a fascinating experience in home entertainment. Three

examples: The Loewe Mediaplayer guarantees very easy networking of digital contents throughout the house. And HDTV displays razor-sharp images, incomparable richness in detail and realistic colours. And this perfect picture quality can be

directly recorded as well: the integrated hard disc recorder DR+ supplies an impressive storage capacity of 500 GB. Now there is nothing else to distract from what is most important: best picture and best sound in a convenient package.



Eye catcher.

Brilliant pictures promise a completely new abundance of detail.

Loewe Reference makes television shine in astonishing brilliance. Today, a successful symbiosis of state-of-the-art technologies enables a display which could not be

more beautiful. Full-HD panels show high-definition pictures particularly vividly and lifelike, and the increased image frequency of 100Hz technology provides for

even more detail and impressively clear motion. The contrast filter panel gives the perfect picture the final touch.



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Size of the orchestra.

The representative Loewe Reference system provides the perfect appearance.

Loewe's passion for finest home entertainment continues: When a Loewe Reference inspires, the desire for a suitable system solution is near. The Loewe Reference system opens new dimensions in en-

joyment and home decor. The flat TV is amplified so ideally by Loewe Reference Sound – consisting of cutting-edge stand speakers and subwoofer – and Loewe Media-center that audio becomes a

sensual experience in all rooms. The design, too, is one of a kind: Never before has a system been tuned to the TV so harmoniously.







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Sound.

Slim electrostatics overpower with a grand soundscape.

Sounds need space to unfold in. But not before they have left the loudspeaker. Loewe now puts this into practice: Extremely slim electrostatics facilitate voluminous sound by electrostatic charge.

Maintaining beauty of form and compatibility of sound, all Loewe Reference Sound Stand Speakers can be complemented with the Loewe Reference Sound Subwoofer or the Loewe Reference Sound

bass cube. Loewe Reference Sound allows both eyes and ears to enjoy the finest quintessence of design and technology.



Clef.

The flexible Mediacenter is ready for the future.

Name is everything. The Loewe Reference Mediacenter is the central interface for all digital home entertainment. Leading the way in system flexibility, Loewe enables a new spectrum of entertainment:

an integrated docking station for Apple iPod and iPhone, the display of a DVD cover from an internet data base and radio reception via FM, satellite, cable or internet goes without saying – just to give three

examples of the numerous functions of the Reference Mediacenter. Here media is played in any format via any interface in any room.









Home audio. The best sound resonates in every room.

Multiroom by conviction. Simplicity on principle. Again Loewe is setting a milestone: The wish to transport music flexibly in every room is realised by Loewe in an outstanding way. Via a internal

network (LAN), a wireless network (WLAN) or power supply system (Powerline), Loewe interconnects various spaces. The Loewe Reference Mediacenter and network router perform all tasks.

That way, walls are no longer limitations. And music can be enjoyed everywhere without limitations via the Multiroom Receiver with Loewe speakers.

Rules and standards.

The uncomplicated remote control Assist Media guarantees pleasure.

Loewe reduces the control of the whole system to only one single component: the specially developed remote control Assist Media. Easy to understand and logically structured, a comfortable menu

displayed on the TV screen guides you through the numerous possibilities of entertainment. In adjoining rooms, the colour display on the remote control is intuitively activated and allows the operation

of the Mediacenter just as easily as it displays music tracks with the CD cover. The Assist Media shows finesse in high-quality aluminium and glass.



Room solution.

Individual set-up solutions and technology.

Individual set-up solutions

Individual set-up solution 1

- Reference Sound bass cube: subwoofer and rack for accommodating up to two equipment products.
- Reference Mediacenter on a representative floor stand.
- Required space¹: approx. 4.80 m x 1.20 m



Individual set-up solution 2

- Reference Sound bass cube: subwoofer and rack for accommodating up to two equipment products.
- Reference Mediacenter on an integrated table stand.
- Required space¹: approx. 4.10 m x 1.20 m



Individual set-up solution 3

- Reference Sound Subwoofer ensures a powerful bass sound.
- Reference Mediacenter on a representative floor stand.
- Required space¹: approx. 3.80 m x 1.20 m



Individual set-up solution 4

- Reference Sound Subwoofer ensures a powerful bass sound.
- Reference Mediacenter as a compact wall solution.
- Required space¹: approx. 3.10 m x 1.20



Information on technology

Reference 52	<ul style="list-style-type: none"> - 52" / 131 cm diagonal screen size - Full HD 100Hz LCD technology - HDTV 1080p - Integrated HDTV receiver MPEG 2/4 - DVB-T, DVB-C, DVB-S (Twin Tuner) 	<ul style="list-style-type: none"> - Hard disk recorder DR+ with 500 GB - Integrated Network Mediaplayer - Motorised rotation - Assist Media included - Total width in cm: 130.0
Reference Mediacenter	<ul style="list-style-type: none"> - Audio system with Multiroom function - CD/DVD Slot-loading - FM radio, DVB-S/T radio², Internet radio - Integrated iPod/iPhone dock - 320 GB integrated storage capacity - Network-compatible (LAN, WLAN, Powerline) 	<ul style="list-style-type: none"> - Highly appealing and simple user interface - Displays CD and DVD covers - Brilliant VFD display - Set-up solutions: Floor Stand, Wall Mount, Table Stand - Total width in cm: 47.5
Reference Sound Stand Speaker	<ul style="list-style-type: none"> - Principle: electronic sound transducer - Nominal/music power (sine/max.) 100 W/170 W - Transmission range 150 Hz–30 000 Hz 	<ul style="list-style-type: none"> - Acoustic pressure 85 dBW/m - High-quality aluminium case - Total width in cm: 19.0
Reference Sound Subwoofer	<ul style="list-style-type: none"> - Active subwoofer/passive radiator - 6 digital Class-D amplifiers - 800 W total output - Transmission range 26 Hz–250 Hz - Bass output control +/-12 dB 	<ul style="list-style-type: none"> - Phase switch 0°/180° - Deep bass filter 50 Hz–250 Hz - Bass equalizer -3 dB to +6 dB - High-quality aluminium case - Total width in cm: 43.0
Reference Sound bass cube	<ul style="list-style-type: none"> - Bass module with 800 Watt total output - Space for up to two equipment products - Accommodates Mediacenter 	<ul style="list-style-type: none"> - Concealed cable routes - Total width in cm: 130.0 - Total width base plate incl. Reference TV and bass cube in cm: 43.0
Assist Media	<ul style="list-style-type: none"> - Bi-directional radio remote control - Brilliant 2.4" OLED display, also for displaying CD and DVD covers - Integrated data base 	<ul style="list-style-type: none"> - Updateable via USB and internet - Illuminated keys - Li-Ion battery - Charging station

¹ Incl. ideal free space between the several system components.

² In combination with Reference TV.

The Reference System is expected to be released from mid 2009 on.
The product dimensions are preliminary figures. Subject to modifications.

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Home entertainment in perfection.
Loewe Reference.

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