

Individual Rack

The perfect Home Cinema solution

Kronach. – Exclusive solutions have always enjoyed a high status at Loewe. This also applies to room integration for Loewe's Home Cinema systems. The Loewe Individual Rack, designed by Loewe, is the ideal partner for the Loewe product range – whether combined with a flat-screen television from the Art, Connect or Individual product lines, or one of the numerous system components, for example, the various speakers, subwoofers or playback devices such as the AudioVision audio system with integrated DVD player, or the BluTech Vision Interactive Blu-ray player. The necessary cables can be optimally hidden in the Rack. Following its successful presentation at the IFA 2009, the first two models are now being launched on the market.

Perfect room integration

The Individual Rack 110.30 stands out through its inner values. With a gentle push, the front cover opens up to unveil a high-quality drawer element which stretches across the entire width of the rack. The lower section of the drawer makes room for archiving personal film or music collections, while the two upper shelves can house peripherals such as Loewe AudioVision and Loewe BluTech Vision Interactive. The best part is that the peripherals can be connected to the television set mounted on the rack in such a way that all annoying cables remain hidden from view. The AudioVision system, the new Loewe Blu-ray player and the Loewe TV set in the system can all be operated using just one remote control. With Digital Link HD-enabled televisions, this is even possible when the rack is closed. The best partners for the Individual Rack 110.30 (width 110 cm) are Loewe televisions from the Art and Connect lines in screen sizes of 32 to 42 inches.

Home Cinema convenience

The Individual Rack 165.30 offers even more convenience. Behind the front flap, which runs along the entire width of the rack (165 cm), there is space not only for Blu-Ray discs, DVDs and CDs, but also for various Loewe peripherals. The Rack is therefore ideally equipped for the integration of the Individual Sound Subwoofer, for example. In this way, together with the Loewe Audio system and the Loewe Blu-Ray player, the key playback and sound components in the Home Cinema system find an ideal home. They can also be operated when hidden from view, using just one remote control via the Digital Link HD-enabled Loewe television. Incidentally, the Loewe remote control can be stored elegantly behind the front flap, in the drawer lined with high-quality felt, making annoying searches for the remote control a thing of the past. The Individual Rack 165.30 is

particularly suitable for Loewe Individual flat-screen sets with a screen diagonal of 32 to 46 inches.

Both Rack models, Individual Rack 110.30 and Individual Rack 165.30, with their minimalist design, are available from retailers now in the following colour options: Chrome Silver, High Gloss Black and High Gloss White.

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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. The company was founded in Berlin in 1923. Today, Loewe is a listed Group with approximately 1,000 employees. In fiscal 2008, Loewe achieved sales of EUR 374 million and EBIT of EUR 28.5 million; about half of total sales are recorded internationally. Loewe produces and distributes televisions, Blu-ray players, DVD recorders and audio components, which are also offered as complete Home Cinema solutions.

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