

The Loewe Gallery Serrano in Madrid presents home entertainment to meet the highest standards

Madrid/Kronach. – Whether searching for an attractive home cinema system with huge flat-screen TV images and perfect surround sound, or for a stylish second set - discerning customers are guaranteed an exclusive shopping experience in the new Loewe Gallery Serrano, Serrano 207, Madrid.

The 25th of November 2009, the inauguration of the first exclusive Loewe shop in the capital of Spain takes place in the upmarket residential area of Serrano street. "This is a truly important event for Loewe, as Frieder C. Löhner, CEO of Loewe AG, points out: "We have been active in Spain for many years with prestigious "shop in shop" systems creating a distinct identity for the Loewe brand. Today, the time has come for us to target the Spanish public with an exclusive Loewe Shop in Madrid, as both a symbol and icon of our brand."

All in white, the clearly divided and well laid-out display provides an impressive overview of the Loewe range, which is presented consistently and in keeping with the premium brand. In combination with powerful communication, the Loewe Gallery provides the customer with comprehensive introductory information about the product lines.

Just like the products themselves, the Loewe Gallery embodies the values of the premium brand; with a bright, light colour scheme which perfectly highlights the products, their materials and colours. The furnishings communicate the aims of a technical, functional brand with a timeless, puristic style. The focus is on Loewe's particular expertise in customised premium TV and audio solutions, and it's important to ensure that the technical and design substance of the products is clear. Loewe provides information on features and price for every product and the customer also has the welcome impression of coming into contact with a desirable brand offering just the right products.

Expert advice and optimum customer service complete the sophisticated Loewe Gallery experience.

The arrival of the new Loewe Gallery is coupled by the launch of the flagship home entertainment system Loewe Reference. Setting new standards in television

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manufacturing, the Loewe Reference is nothing short of outstanding. The ultimate in design and technology have been combined to create a home entertainment system that provides a completely unparalleled viewing experience.

At the heart of the range of products on display in the Loewe Gallery is the Loewe Individual product line. Both the design and technology of these LCD TV sets can be customised. The highlight is the Loewe Individual Compose, offering integrated reception of high-definition TV programmes and the integrated hard disk recorder can also record HDTV programmes. In combination with audio systems that perfectly complement the TV sets in both design and technology, customers can configure a state-of-the-art, flexible and customised home cinema system.

The theme of 'connectivity' is central to the Loewe Connect product line. This TV family makes it simple to connect a variety of multimedia applications in your home, with everything being controlled using the TV set's infrared remote control.

Aesthetic sophistication meets the ultimate in technical convenience within the Loewe Art family. With the flat TV Art SL Loewe introduced the slimline generation and, in addition to fascinating buyers with its classic elegance, it also features the latest brilliant technology in a profile of just 90 mm. HDTV reception, in conjunction with 100 Hz technology, 24p motion picture display and Full-HD LCD technology creates images so vivid, you'll think they were real. Consistent minimalism in design creates timeless beauty.

Loewe Galleries can be found in international, cosmopolitan hubs such as London, Amsterdam, Brussels, Paris, Copenhagen, Rome, Vienna, Moscow, Hong Kong and now also in Madrid.

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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.