

# LOEWE.

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The Loewe Programme 2001.



Simply experience.

*Television HomeMultiMedia DVD/Video Audio*

**LOEWE.**



# Welcome to Loewe.

Every era has its inventors. In the twentieth century, Siegmund Loewe, David Ludwig Loewe, and Manfred von Ardenne made a name for themselves with a series of ingenious inventions. Their pioneering research was an important contribution to the early history of television. Along with the fame and glory inherited from its founders, Loewe carries on the tradition of their personal philosophy: The ability to see the big picture, innovative talent, orientation to the future, curiosity, and the recognition that it is important to first understand what people need before focusing on the technical aspects of a new product. Today, we strive to create revolutionary products and develop intelligent solutions to make everyday life easier, and more enjoyable. That's why Loewe televisions can be found around the world. Today's Loewe products designed for the North-American market offer the ultimate in television enjoyment.

The following pages provide you with a first impression that we hope will raise your curiosity to learn more about Loewe.

Enjoy!

# Tradition of pioneering achievements.

For three-quarters of a century, the name Loewe has been synonymous with innovation. Beginning with the company's founding in 1923, the history of Loewe is one of many continuous achievements. Our ongoing commitment to innovative design and engineering has made Loewe a leader in the European consumer electronics industry. With Loewe digital televisions we have introduced a new dimension of sight, sound and styling to North-America.

Throughout its history, Loewe has constantly explored new directions and new possibilities. Today, along with cutting-edge digital televisions, Loewe manufactures high-performance audio systems, global telecommunications technologies, and advanced automotive electronics for manufacturers, including BMW. Loewe pioneered innovations like the first fully recyclable TV – a testimonial to our sense of environmental responsibility – and the first full digital TV in 1994. We will continue to lead the industry in the development of new products including super-thin, flat-screen televisions. At the Loewe Research Center in Kronach/Germany, a team of over 100 engineers, technicians, and designers combine creativity and technical expertise every day to transform modern visions into reality and continue the Loewe tradition of innovation.



1926



1931



1951



1963

- 1923** The company is founded by Dr. Siegmund Loewe.
- 1926** Loewe develops the first integrated circuit, named the triple tube.
- 1931** Loewe introduces the world's first electronic television, using tube technology.
- 1933** The first Loewe television set goes into regular series production.
- 1951** Loewe produces the world's first cassette tape player/recorder.
- 1961** Loewe introduces the first European video recorder for home use.
- 1979** Loewe produces the first television set with a single circuit board chassis.
- 1981** Loewe debuts the world's first stereo television with high-fidelity audio.
- 1987** The Loewe Art digital TV is introduced.
- 1989** The first Loewe television with an integrated satellite receiver is developed.
- 1991** Art vision, Loewe's 16:9 widescreen format television, is introduced.
- 1995** Loewe develops the world's first 100 percent recyclable television set.
- 1997** Loewe multimedia television integrates computer and communications technology.
- 1998** The new Loewe Flatline TV is introduced.
- 1999** Loewe develops the world's first television with MediaPlus Kit which enables the digital upgrade.



1985



1997



1998

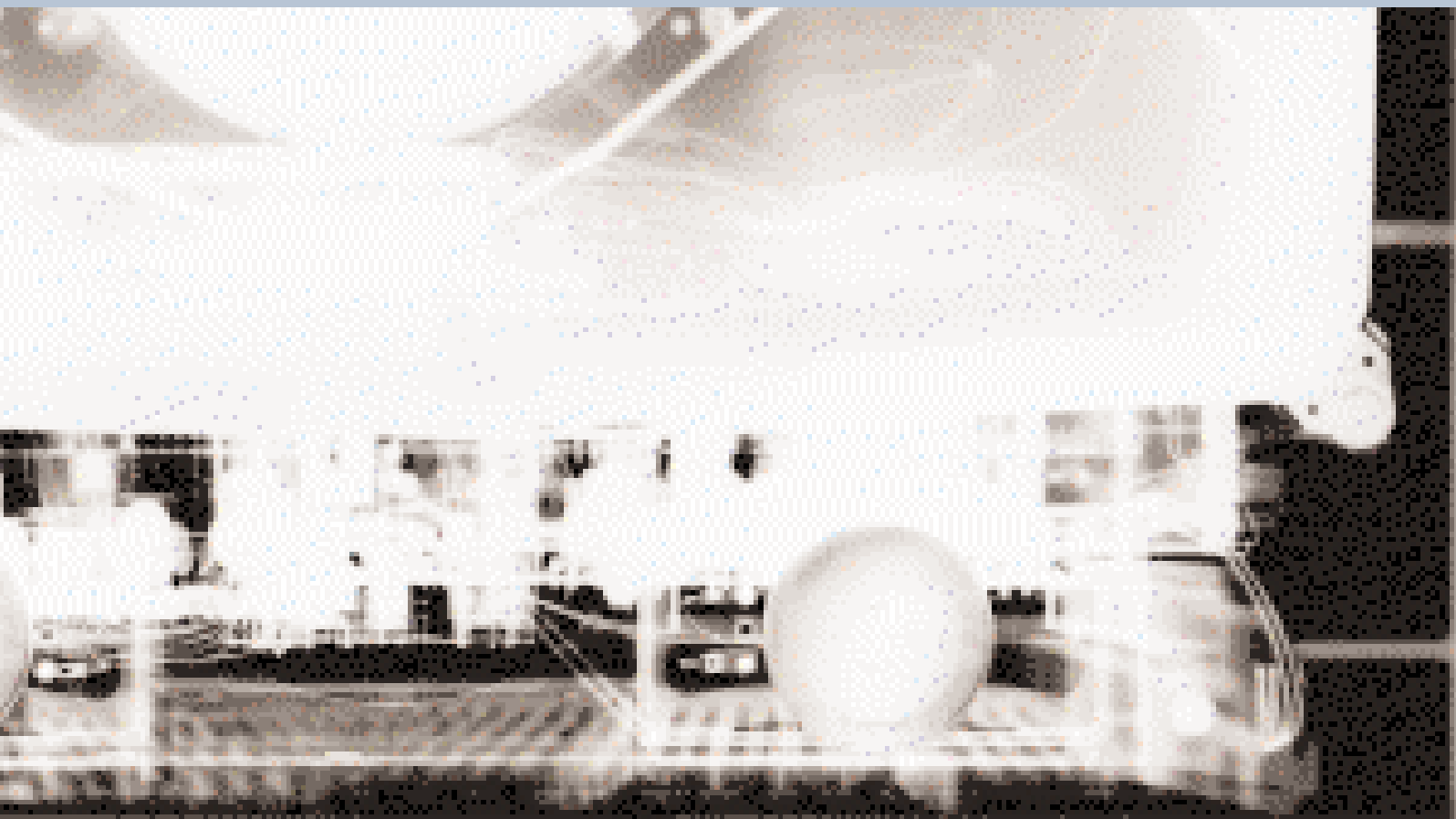


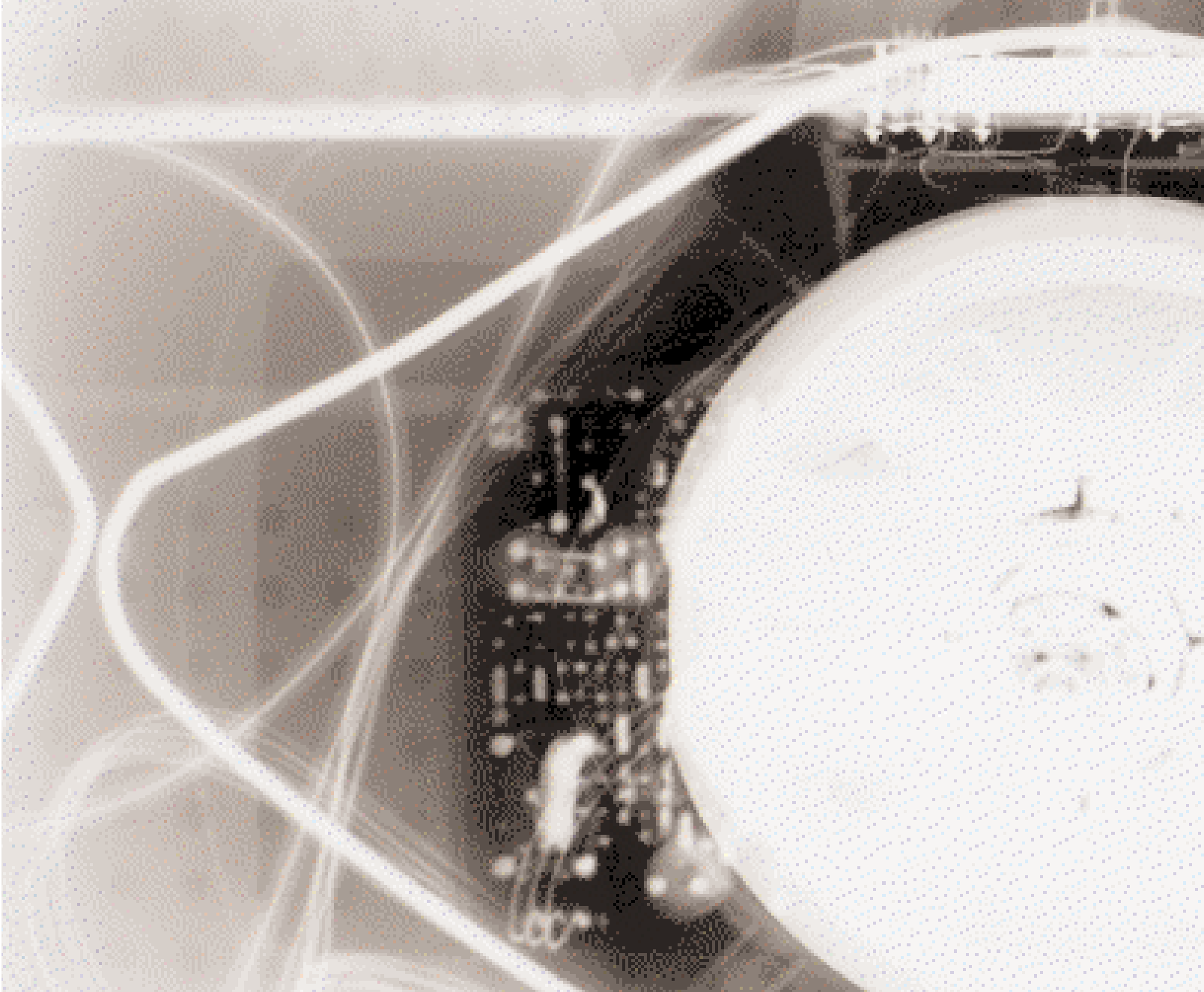
1999

# What makes a Loewe a Loewe?

Millions of televisions sold on the market today let you receive television programs, watch the news, enjoy your favorite talk shows or watch a DVD movie. So why should your next television be a Loewe?

We could point out the fact that no other television manufacturer invests as much time and money to guarantee superior picture and sound quality. We could also mention the fact Loewe televisions are ready for the future or add that our award winning German design and engineering raise the standards of quality beyond what you've come to expect in high-end television. We could tell you that our main objective is to make Loewe products as simple and user-friendly as possible so that you can actually use all the benefits of our advanced technology. For instance, our built-in "help" system means that instead of spending hours studying an instruction manual, you can simply sit back, relax and experience the advantages of intelligent Loewe features from the first day you own it.





To sum things up, we simply say that having a Loewe in your home is something out of the ordinary. Loewe products are characterized by perfection in every sense of the word. And this is something you can see, feel, and hear. You can find out more about what makes a Loewe a Loewe on the following pages, or on the World Wide Web: [www.loewetv.com](http://www.loewetv.com), [www.loewe.de](http://www.loewe.de), and [www.jonic.ca](http://www.jonic.ca).

So much for the theory – now for the details.





# Some televisions look great even when they're switched off.

We have no way of knowing how often you watch television. Although this is certainly an enjoyable experience with a Loewe, we assume that you spend most of your time doing other things. This makes one unique aspect of a Loewe television more important than ever: The exclusive design. Even when it is switched off, a Loewe is as delightful to look at today, as it will be tomorrow and many years from now. Instead of pursuing the latest trends, Loewe product designers follow classical design principles and creatively interpret them using modern materials. Loewe products are influenced by the aesthetics of clear lines, and a reduction to the essentials. A wide variety of models and colors give you a world of choices: You can subtly integrate a Loewe into your interior design, use it to add a captivating accent, or place your new design object on display like a sculptured work of modern art.

Over the past year, Loewe products have won a number of design awards including the coveted German Product Design Prize, the EISA Award, a design award presented by the IF IndustrieForum Hannover, and the Good Design Award presented by the Chicago Athenaeum. Loewe products can even be found in the Museum of Modern Art, New York and last but not least they can also be found at the top of the list in product test reports around the world.



# Advanced, amazing: High-tech by Loewe.

The future of television is digital HDTV. In the future, digital TV signals will replace analog. This means absolutely distortion-free, high-resolution screen images that almost seem three-dimensional. While today's televisions have an effective screen resolution of 640 x 480 interlaced pixels, HDTV images consist of as many as 1,920 x 1,080 pixels. HDTV programs also deliver phenomenal digital sound. All Loewe televisions sold today are HDTV-Monitors. Meaning they can be connected to your choice of HDTV receiver: be it broadcast, satellite or cable box as they are available, to beautifully display these stunning pictures. Television has never come so close to reality.

Of course, all Loewe televisions also display today's TV programming, DVD or VCR playback in a manner superior to anything you've seen before. All of these program sources are progressively scanned by Loewe's proprietary, advanced de-interlacing methods, eliminating scanning lines without creating annoying artifacts. Loewe's sophisticated Digital Film Mode Compensation, corrects for video motion distortions (called "Judder") created during the conversion of 24 frame per second film material to 30 frame per second video. Movies have never looked more film-like.

Owning a Loewe transforms your living room into a concert hall or personal movie theatre of the future. The 16 : 9 widescreen format continues to gain importance in broadcasts, satellite and especially DVD movies. With a Loewe Aconda or Loewe Planus television, you can experience the format of the future today. These products are equipped with the latest picture tube technology. For purists, any program or film can now be shown automatically on the TV in their correct format, or in the format of your choice. For people who love the classic 4 : 3 screen format, Loewe Calida offers a perfect alternative without losing formatting accuracy or flexibility.

# Intelligent user interface: Intuitive control.

Loewe turns television viewing into pure enjoyment. Intuitive control at the touch of a button. One single remote control handset places all Loewe television and audio-video system functions at your fingertips. Everything is intuitively integrated into the Loewe control keypad and the ergonomic shape fits perfectly into the palm of your hand.

The Loewe on-screen display, specially developed for the North-American market ensures perfect communication between the user and the television set. Interacting with the remote control handset, it guides the viewer every step of the way through all features and options. Logical color codes, 3-D graphics, and special fonts guarantee simple orientation and excellent legibility. It even adapts to your individual preferences. All of the information you will ever need to operate your television, can be accessed via the on-screen menu and context sensitive help system.



The A-Z help menu serves as an on-screen user's guide, providing easy access to information about the TV in an alphabetical index



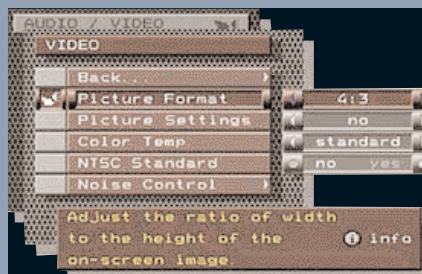
The remote control function menu with on-screen graphics describes the operation and functions of each button



Intuitive on-screen diagrams provide convenient, step-by-step assistance for connecting a variety of video components



The parental control ratings menu makes it possible to lock out programs or channels that transmit specific content codes



The on-screen „info“ button accesses the help feature offering detailed information on selected functions, e.g. screen format

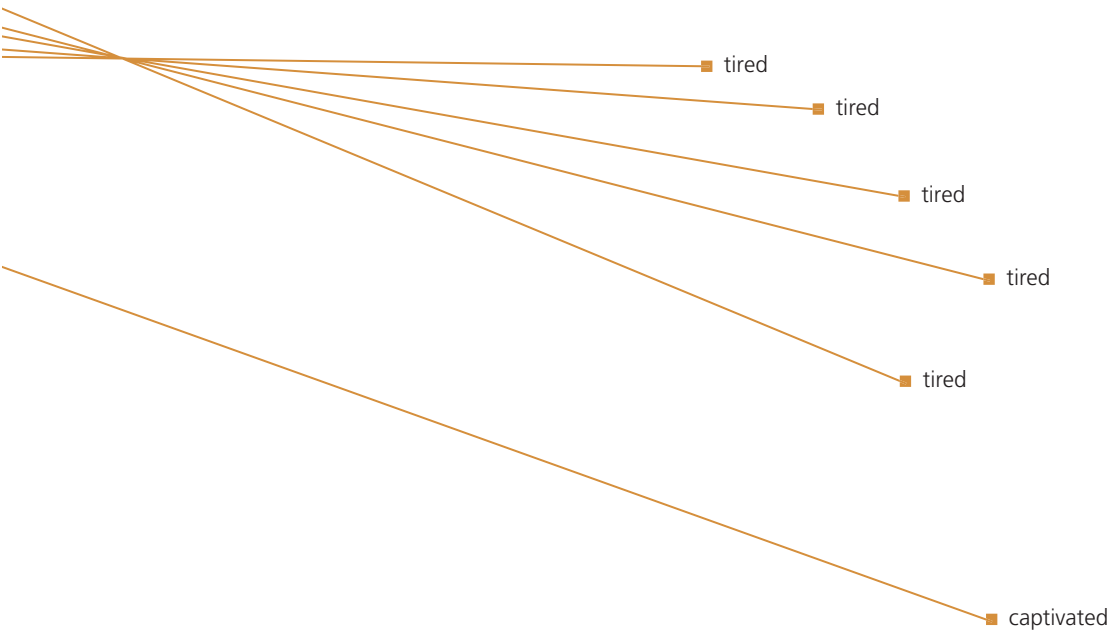


On-screen displays appearing each time the channel is changed can be configured for user preferences in size, screen position, and type of information





Fascination.



## Loewe Television.

Whether you choose a Loewe Aconda, Planus, or Calida, as a freestanding television or tabletop model<sup>\*</sup>: Loewe televisions are impressive no matter from which perspective you look at them. Loewe televisions come equipped with a variety of intelligent features designed with one thing in mind: To give you a unique experience in the simplest, most convenient way possible.

<sup>\*</sup> Not all colours and models are available in all markets.





Loewe Aconda ACO 9383  
Stratos Metallic (S)

## Aconda ACO 9383.

**Screen** 38" diagonal • 16:9 Widescreen format • Super-Flatline picture tube

**Colors** High Gloss Stratos Metallic (S)  
• Piano Black (PB)

**Special features** HDTV-Monitor: Future proof, full 1080i/960i capable • Simple operation via on-screen menu and Help system • Full PIP: Picture-in-Picture • Split Screen: View two pictures side by side

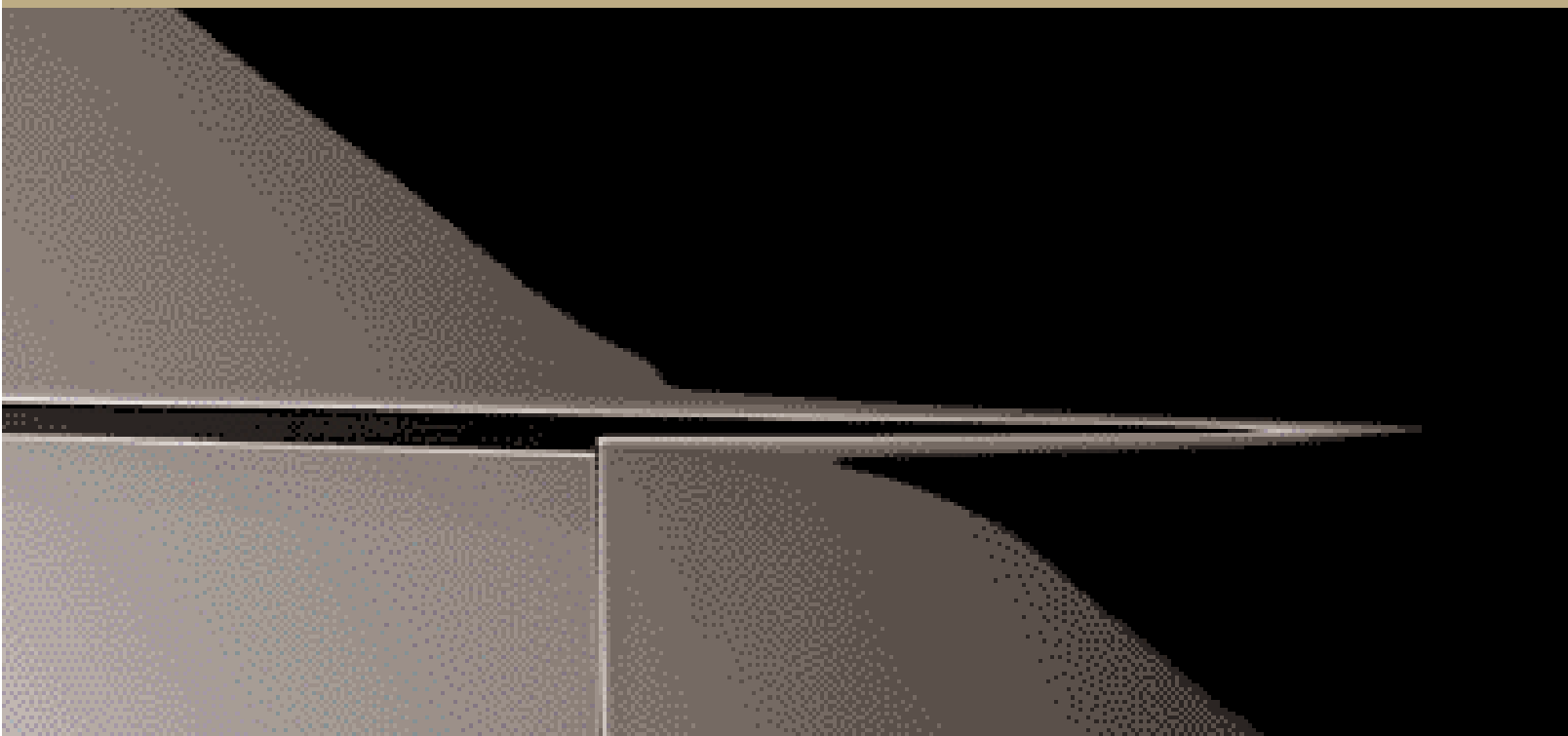
• Outstanding connectivity with VGA and multi-scan component inputs • 4 speakers, 2 x 12 watts • Digital Progressive Scanning and Digital Film Mode Compensation mode

**Remote control handset** Universal remote control

## Aconda ACO 9383.

Rarely does a line of televisions generate such an enthusiastic reaction. Loewe Aconda is simply fascinating. Its elegant form, high-quality finish, and advanced technology ensure simple operation, perfect pictures and outstanding sound. Intelligent features including Split Screen and Full-PIP let you view two programs at once and add to the uniqueness of the viewing experience.

The Loewe Aconda (ACO 9383) opens a new dimension in television with its impressive 38-inch screen. This is currently the largest 16 : 9 television on the market using direct view tube technology, setting new standards in picture quality and design. It's big picture is perfectly matched by a four speaker audio system designed to turn a film or concert into a truly sensational experience.



## Aconda ACO 9303.

A Loewe Aconda (ACO 9303) is an elegant eye catcher with an exclusive exterior. The matte-finished rear panel and exquisite front styling (High Gloss for Piano Black and Stratos Metallic) accentuate its timelessly elegant look. The Real-Flatline 16:9 widescreen screen guarantees perfect, distortion-free pictures from any viewing angle.



Loewe Aconda ACO 9303  
Light Silver (LS)



Loewe Aconda ACO 9303  
Piano Black (PB)



Loewe Aconda ACO 9303  
Stratos Metallic (S)

## Aconda ACO 9303.

**Screen** 30" diagonal • 16:9 Widescreen format • Real-Flatline picture tube

**Colors** Piano Black (PB) • Stratos Metallic (S)  
• Light Silver (LS)

**Special features** HDTV-Monitor: Future proof, full 1080i/960i capable • Simple operation via on-screen menu • Full PIP: Picture-in-Picture • Split Screen: View two pictures side by side • Outstanding connectivity with VGA and multi-scan component inputs • Digital Progressive Scanning and Digital Film Mode Compensation mode

**Remote control handset** Universal remote control

## Planus.

Loewe Planus is a clear commitment to sophistication, style, and modernism. The striking design and classic lines make Planus (PLA 5303) the focus of attention. A Super-Flatline picture tube for outstanding screen images, brilliant sound through six speakers, and a long list of intelligent features, Planus justifies the commitment made by its elegant exterior design. Adding to the viewing enjoyment, all peripheral components can be neatly integrated into the optional base or metal rack.

### Planus (PLA 5303).

**Screen** 30" diagonal • 16:9 Widescreen format • Super-Flatline picture tube

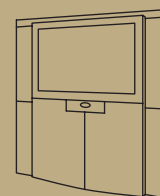
**Color** Platinum (PL)

**Special features** HDTV-Monitor: Future proof, full 1080i/960i capable • 6 speakers, 2 x 40 watts • Simple operation via on-screen dialogue and help system • Full PIP: Picture-in-Picture function • Split Screen: View two pictures side by side • Outstand-

ing connectivity with VGA and multi-scan component inputs • Digital Progressive Scanning and Digital Film Mode Compensation mode

**Remote control handset** Universal programmable remote control

**Optional Matching Racks** MS530 metal rack • PLC530PL Console base with storage and subwoofer speakers



Planus Stand



Videorack 2 B



Loewe Planus PLA 5303  
Platinum (PL)



Loewe Calida CAL 2323  
Matte Black (MB)

## Calida (CAL 2323).

**Screen** 32" diagonal • 4:3 screen format  
▪ Blackline-S picture tube

**Color** Matte Black (MB)

**Special features** HDTV-ready: Future proof, full 1080i/960i capable ▪ simple operation via on-screen dialogue and help system ▪ Full PIP: view a second picture on the screen ▪ Outstanding connectivity with VGA and multi-scan component inputs

▪ Closed captioning ▪ Digital Progressive Scanning and Digital Film Mode Compensation mode

**Remote control handset** Universal programmable remote control

## Calida.

Dynamic, flowing lines accentuated by perfectly matched proportions. The compact outer dimensions and generous screen size make Calida (CAL 2323) a practical solution that can be easily integrated into most living environments. The Calida is packed with the same technical innovations of other Loewe models but in the classic 4 : 3 screen format.

