

Rumour Watch: Apple to Buy Loewe?

Written by Marco Attard
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Apple is apparently going to buy Loewe for €87 million according to unconfirmed rumours from AppleInsider, with an announcement to be supposedly made by 18 May 2012.



Speaking with German website Heise, Loewe denies any purchase-related rumours. On the other hand Apple is predictably silent.

Loewe is a familiar name over here as the German maker of stunning high-end TVs, speakers and integrated entertainment systems. Like other TV makers (at least non-Samsung ones) it is currently going through hard times, with operating losses for Q1 2012 reaching -€900000 and total 2011 losses worth -€2.9m.

The company is already familiar with Apple hardware-- it sells the AirSpeaker (a high-end AirPlay-compatible speaker), a number of iPod docks and an iPad TV remote app.

Owners include HDD maker Lacie and major shareholder (28.8%) Sharp... the Japanese TV maker supposedly supplying panels for the long-rumoured Apple TV set.

One has to admit Loewe and its minimalist, high-tech designs (check out this [Loewe concept for a transparent TV!](#)) would make a perfect fit for an Apple wanting to make TVs. The rumoured price (according to

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Reuters Loewe is worth €59.1m) would also make a bargain for Apple, whose cash reserves exceed €77 billion.

According to traders, Loewe has one problem-- it makes TVs in Germany, a fact the company is fiercely proud of.

Of course, the Loewe purchase would all but confirm Apple's intentions to enter the TV market... after all, what else can one do with a acquisition with TV making experience spanning over 80 years?

Go [Apple Rumoured to Acquire Loewe \(AppleInsider\)](#)

Go [Loewe Denies Report on Bid by Apple \(Heise.de\)](#)

Go [Shares in TV Maker Loewe Jump on Apple Bid Talk \(Reuters\)](#)