

Loewe 4K, Curved TV at IFA 2014

Written by Marco Attard
10. 09. 2014

Loewe's IFA 2014 is all about 4K, as the company presents a range of four TVs handling the resolution, including a first set from the company with a curved display, all running a revamped smart TV operating system.



Simply dubbed Loewe Operating System, the software features fast channel changing, "intelligent" artist search, Multi Recording functionality allowing users to simultaneously record from 2 different channels while watching a third, and remote viewing on mobile devices via wifi.

The Masterpiece is the curved Loewe TV, a 65-inch "design study" featuring "cutting edge" imaging technology. Seen at IFA on top of a pedestal with an integrated audio system, it promises greater contrast and spatial depth.

Another high-end Loewe TV is the Reference. Built in aluminum, it carries a SOEN speaker configuration promising sound quality equal to that produced by add-on sounders.

To further add to the luxury feel the company also offers a variety of high-quality fabrics for the speaker covers.

Loewe also offers TVs with built-in DVRs, namely the Connect. It allows users to follow two channels with a picture-in-picture mode while recording a third, and features a companion Smart Assist mobile device app for users wanting to remotely schedule recordings.

Loewe 4K, Curved TV at IFA 2014

Written by Marco Attard
10. 09. 2014

The final TV from the company seen at the show is the Art, one promising to be the fastest at changing channels via "Instant Zapping" feature.

Go [Loewe at IFA 2014](#)