

## Loewe 4K, Curved TV at IFA 2014

Written by Marco Attard  
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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.

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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.

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