

## Loewe Launches Bild 7 OLED TV

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Loewe presents a first OLED TV-- the Bild 7, a flagship set featuring a custom-made LG OLED panel, a result of the two companies' recent partnership agreement.



The OLED panel is paired with proprietary picture processing technology, a combination Loewe calls "VantaVision" after VantaBlack, the darkest substance ever created. The display supports 4K/UHD and HDR on launch, with Dolby Vision to follow soon afterwards. In addition the TV features a minimalist design all of 7mm thick, an integrated 1TB HDD (expandable to 2TB), Freeview HD tuner and a range of connectivity options including Bluetooth and DLNA.

Audio is also enhanced through an integrated soundbar incorporating 6 high-specification active drive units coupled with 4 "racetrack"-style ABRs (Auxiliary Bass Radiators) and 120W amplification. On the surround sound processing side Dolby and DTS are on offer.

The Bild 7 is available from September 2016 in 55- and 65-inch sizes. The TVs ship complete with a wall mount, while motorised floor and table stands are available as optional extras.

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