

Don't miss a beat

Loewe Multiroom system turns homes into concert halls

Irvine – Home networking has reached even greater heights with Loewe's new Multiroom system set to transform the way in which we enjoy music throughout our homes. The innovative Loewe Multiroom system will redefine the home audio experience, making multiple sources available in multiple rooms simply via the available home network.

The Loewe Multiroom system offers a first-class listening experience allowing multiple audio sources to be available throughout the home. In order to enjoy first-class sound in adjacent rooms, only three components are required to create an audio zone: suitable passive speakers, such as the Loewe Universal speakers, the Loewe Multiroom Receiver and the Loewe Assist Media remote control.

Using the open platform of home networking means that a media source, such as a network-attached storage device with built in media server, can be accessed from anywhere in the home. The Loewe Multiroom Receiver has the added benefit of having a wireless network receiver built in allowing an easy install where network cabling can not be used. By simply adjusting the settings on the Loewe Multiroom Receiver, the sounds you were enjoying in the previous room can instantly fill the new space, meaning you don't have to miss a beat.

Additionally, if the network is connected to the internet then all receivers can access thousands of Internet radio stations independently. Locally, music files can also be accessed by connecting an MP3 player via the system's USB slot or the analogue audio inputs on the Loewe Multiroom Receiver.

To reflect the different musical tastes across the family, more than one Loewe Multiroom Receiver can be installed, with each zone accessing different sources simultaneously. One of the Unique attributes of this system means that multiple zones can however be controlled by a single Loewe Assist Media, a remote with a high resolution coloured OLED display making navigation and selection of music simplicity itself. Beautifully designed without compromising on technology, the

Page 2 of 2

Loewe Multiroom system can be configured using a variety of Individual Sound options, ranging from floorstanding speakers to more discrete options that can be fitted onto the wall, sit on a cabinet or shelf or be installed out of sight behind a wardrobe or bookshelf.

Commenting on its new Multiroom offering, Kevin Kelly commented, "This is the first in a new class of products for Loewe, and an exciting concept for holistic sound and vision in the home. Multiroom is the perfect partner to our recently launched 100Hz Full HD Connect offer, and will also complement our Mediacyber audio solution to be launched later in the year."

Loewe will lend additional focus to the Multiroom concept with the introduction of a consumer promotion in July and August with participating retail partners. The purchase of a TV with Multiroom Receiver and Assist Media, will attract a free pair of Universal speakers worth £570.

The Loewe Multiroom system and other products from Loewe's range of premium LCD televisions and peripherals is available from Loewe's network of partners across the country, as well as dedicated Loewe Galerie stores in London and Glasgow and concessions in Harrods and Selfridges. For more information or stockists please visit www.loewe-uk.com or call 01294 315 000.

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