



# Loewe **iconic**

The perfectly symbiosis of design and technology

65" or 55" 4K Ultra HD OLED screens with HDR and Dolby Vision

Choice of electronic platform with Loewe chassis SL5 or SL7

Integrated powerful 360 watts Multiroom audio with DTS Play-Fi

Setup solution made of Syno-Stone massive mineral compound material

Exclusive colour spray paint in graphite grey



Preliminary data sheet  
Loewe **iconic**  
Status: October 2022

**LOEWE.**

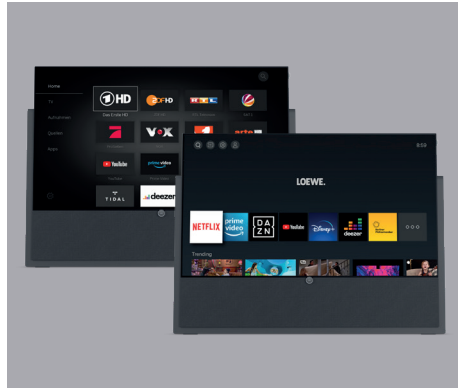
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# Loewe **iconic**

The perfectly symbiosis of design and technology

Transform your living room into an art gallery. The sculptural design of the new Loewe iconic combines the latest OLED technology with a room-filling sound experience and an extraordinary setup solution made of stone.

This way your home becomes more than just a room to live in: It becomes a place where you can indulge in art, craftsmanship and culture - with the Loewe iconic as a powerfully designed, central design statement from our exclusive Loewe manufacturing facility at our head quarter in Kronach, Germany.



## **Choose your size: 65" or 55" OLED**

Choose between two display sizes as you please.

Display sizes 65-inch and 55-inch, fitting for different sized living spaces.

All Loewe OLED televisions benefit from an individual calibration.

Together with algorithms optimized over decades, this ensures most natural and harmonious images. Each TV set is individually measured at the end of our production and adjusted for the best viewing comfort.

In this way, Loewe can guarantee that our customers will experience the same impressive viewing experience in your living room that was determined in weeks of work in the laboratory by calibrating and optimizing all parameters.

Every device that leaves Loewe's production lines is matched with the optimized image parameters using a golden sample. This is to guarantee that you and your customers receive a perfect premium picture with every Loewe TV set.

## **Choose your platform: Loewe chassis SL5 or SL7**

Choose between two chassis variants as you please.

Loewe chassis SL5 for a classic and chassis SL7 for a smart TV experience.

### **Loewe chassis SL5:**

- Convenient to use and easy to operate
- Extensive technology features such as 1 terabyte dr+ hard disk, two-channel system and multi-tuner
- Easy TV mode
- Comes with Amazon Fire TV Stick 4K Max (Germany only)

### **Loewe chassis SL7:**

- Directly access Video on Demand services as Netflix, Disney+, Amazon Prime, YouTube or your own media libraries or media libraries
- Dolby Atmos ready due to full HDMI eARC support
- Music listening and internet surfing
- Modern & smart interface made for digital natives

## **Exclusive colour variant. For the perfect living ambience.**

Loewe iconic blends seamlessly into your existing living ambience, turning it into an artful, gallery-like living space. The exclusive graphite grey colour variant is deliberately designed to enhance the unique charm of the design TV model.

The perfectly coordinated design concept thus meets the highest demands of a sophisticated interior. In any case, the TV setup solution is more than just a modern eye-catcher.

Loewe iconic is the unique symbiosis of art, culture, craftsmanship and technology - a style icon for the luxurious home entertainment of the future.

The colour clay white is available on request.

# Loewe iconic

Screen diagonal (n cm/inch): 164/65, 139/55  
Resolution (in pixels): Ultra HD (3840 x 2160)  
EU energy efficiency class SRD/HDR: Loewe iconic v.65 | v.55: G/G | G/G  
EU energy efficiency class SRD/HDR: Loewe iconic i.65 | i.55: F/F | G/G


Power consumption in on mode max. in watts: Loewe iconic v.65 | v.55: 420 | 325  
Power consumption in on mode max. in watts: Loewe iconic i.65 | i.55: 425 | 325  
Stand-by Power consumption: 0,4 | 0,3  
Energy consumption SDR kWh/1000h: 135, 111 | 103, 87

## TV

### Stand solution

Scope of delivery includes TV set, klang bar3 mr, floor stand iconic  
iconic v.65: W 152,3 / H 113,7 / TD 31,8  
iconic v.55: W 130,0 / H 101,3 / TD 31,8  
iconic i.65: W 152,3 / H 113,7 / TD 31,8  
iconic i.55: W 130,0 / H 101,3 / TD 31,8  
concealed cable routing

Model	Article no.	EAN Code
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 Basalt grey	65	60410B50	4011880174541
	55	60411B50	4011880174565




## Sound

### Loewe klang bar3 mr

Active 3.1 soundbar with 360 watts  
Multichannel with Dolby Atmos  
Multiroom with DTS Play-Fi



Model	Article no.	EAN Code	
 Basalt grey	klang bar3 mr	59212D00	4011880170154



### Exclusive all-in-one setup solution: Loewe floor stand iconic

Simply connect, sit back and enjoy: Loewe iconic is ready to go as an innovative setup solution, a pre-calibrated combination of TV and active soundbar. Whether based on the Loewe chassis SL5 or SL7 variant, with a 55" or 65" screen diagonal - the Loewe iconic combines excellent TV and audio quality in a high-quality overall solution.

The Loewe iconic sets strong accents and new standards for luxury-class home entertainment with its sculptural, coherent design language.

### Made of exclusively handmade and elaborately manufactured Syno-Stone

The unique, high-quality setup solution of the Loewe iconic is handmade of Syno-Stone compound material. Syno-Stone is a solid mineral material that is durable and hygienic thanks to its non-porous surface.

Smooth, strong and massive the Syno-Stone is perfect to carry the TV and audio solutions with ease.

Experience a TV and audio setup merged into one with this long-lasting installation. Being manufactured with experienced craftsmanship it is ready to outlasts short-lived design trends as well as the ravages of time.

### Convenient all-in-one solution for the best TV- and sound experience

Powerful cinema sound Engineered in Germany

The integrated 3.1 soundbar with three front-firing speakers and two built-in subwoofers delivers a total music output of 360 watts for a room-filling, natural and impressive sound experience - including multichannel Dolby Atmos, DTS X, Loewe Wireless Digital Audiolink (WDAL 2.0) and analogue 5.1 AVR cinch connections as well as multiroom audio via Play-Fi, via DTS Play-Fi. Audio excellence Engineered in Germany.

Hidden beneath a specially crafted sound fabric its powerful sound reaches any corner of a room - without being visible.

Dimensions in cm: W = width, H = height, PD = product depth, TD = total depth. Technical modifications and errors excepted.

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# Technical Information

Loewe iconic

iconic v.65

iconic v.55

iconic i.65

iconic i.55

Image	iconic v.65	iconic v.55	iconic i.65	iconic i.55
Resolution (in pixels)	Ultra HD (3840 x 2160)	Ultra HD (3840 x 2160)	Ultra HD (3840 x 2160)	Ultra HD (3840 x 2160)
Display technology	OLED (WRGB Pixel)	OLED (WRGB Pixel)	OLED (WRGB Pixel)	OLED (WRGB Pixel)
Screen diagonal (in cm/inch) / Response time (in ms)	164 / 65 / 1	139 / 55 / 1	164 / 65 / 1	139 / 55 / 1
Peak luminance (in cd/m <sup>2</sup> ) / Viewing angle (h/v)	800 / 120°	800 / 120°	800 / 120°	800 / 120°
Ultra HD scaling / Image+ Active / Adaptive Contrast / 24p	●/●/—/●	●/●/—/●	●/—/●/●	●/—/●/●
HDR (HLG / HDR10 / Dolby Vision™) / WCG	●/●/●/●	●/●/●/●	●/●/●/●	●/●/●/●
Video auto-dimming (VBD+) / Interior auto-dimming (OPC)	—/●	—/●	—/●	—/●
<b>Reception</b>				
DVB-T2/C/S2 HD / Multi-ATV / Unicable / Dual Channel	● <sup>1A</sup> /●/●/●	● <sup>1A</sup> /●/●/●	● <sup>1B</sup> /●/●/—	● <sup>1B</sup> /●/●/—
MPEG / MPEG2 / MPEG4 (H.264) / HEVC (H.265)	●/●/●/●	●/●/●/●	●/●/●/●	●/●/●/●
Sat over IP / DVB-C over IP	●/●	●/●	—/—	—/—
DVB radio	●	●	●	●
<b>Audio</b>				
Output in watts (sine / music) / driver (active + passive)	180 / 360 / 9	180 / 360 / 9	180 / 360 / 9	180 / 360 / 9
Acoustic speaker concept	klang bar3 mr	klang bar3 mr	klang bar3 mr	klang bar3 mr
Magic moment / front firing / down firing / 2-channel crossover	—/●/—/● active	—/●/—/● active	—/●/—/● active	—/●/—/● active
Dolby: Audio / Digital / Digital Plus / Atmos / DTS: HD	via bild v: ●/●/●/—/—	via bild v: ●/●/●/—/—	via bild i: ●/●/●/●/●	via bild i: ●/●/●/●/●
Class-D amp / Automatic Volume Control (AVC) / Mimi Defined™	via bild v: ●/●/●	via bild v: ●/●/●	via bild i: ●/●/—	via bild i: ●/●/—
Individual bass and treble control / Loudness	via bild v: ●/●	via bild v: ●/●	via bild i: 7-Band EQ / ●	via bild i: 7-Band EQ / ●
Audio out control: variable / fixed / Subwoofer	via bild v: ●/●/●	via bild v: ●/●/●	via bild i: —/●/●	via bild i: —/●/●
<b>Operation</b>				
Loewe os / Home Screen (incl. favorites)	os6 / ●	os6 / ●	os7 / ●	os7 / ●
Loewe app / Vivid app / my Loewe app (all: Android + iOS)	●/—/●	●/—/●	—/●/●	—/●/●
Voice control by Alexa skills / Vidaa voice	●/—	●/—	●/—	●/—
Electronic Program Guide / EPG key word search	●/●	●/●	●/—	●/—
Mediatext (HbbTV) / Teletext / page memory	●/●/2.000	●/●/2.000	●/●/792	●/●/792
Menu languages / Context related help	● <sup>2A</sup> /●	● <sup>2A</sup> /●	● <sup>2B</sup> /●	● <sup>2B</sup> /●
Parental Lock / Automatic turn-off / Timer	●/●/●	●/●/●	●/●/●	●/●/●
Instant Channel Zapping / Quick Start Mode	●/●	●/●	—/●	—/●
Number of stations in channel list incl. AV and radio	6.000	6.000	10.000	10.000
PIP (AV) <sup>3</sup> / Full PIP / Splitscreen TV: Videotext	●/●/●	●/●/●	—/—/●	—/—/●
Software update (via USB / Internet)	●/●	●/●	●/●	●/●
Hotel Mode (Standard / CEC / IP / RS232)	●/●/●/●	●/●/●/●	●/—/—/—	●/—/—/—
<b>Multimedia</b>				
Loewe dr+: storage capacity in GB / USB recording / timeshift	1.000 / ●/●	1.000 / ●/●	1.000 / ●/●	1.000 / ●/●
Loewe dr+: streaming server / client / follow-me	●/●/●	●/●/●	—	—
Multi Recording / Mobile Recording / Radio Recording	●/●/●	●/●/●	—	—
Photo player / Music player / Video player <sup>4</sup>	●/●/●	●/●/●	●/●/●	●/●/●
Digital Media Renderer (incl. Ultra HD) / Bluetooth music player	●/●	●/●	●/●	●/●
Internet apps / Internet browser / Internet radio	●/●/● (incl. search)	●/●/● (incl. search)	●/●/● (via app)	●/●/● (via app)
YouTube / Amazon prime video / Netflix / Disney+	●/●/—/—	●/●/—/—	●/●/●/●	●/●/●/●
<b>Connectivity and Interfaces</b>				
HDMI 2.0b / HDMI 2.1 <sup>6</sup>	4 x HDMI 2.0b	4 x HDMI 2.0b	4 x HDMI 2.1 <sup>6</sup>	4 x HDMI 2.1 <sup>6</sup>
HDCP 2.2 / HDMI-CEC / ARC / eARC	●/●/●/—	●/●/●/—	●/●/●/●	●/●/●/●
USB / Bluetooth / Screen Mirroring (Miracast)	3 (2 x USB 3.0) / ●/●	3 (2 x USB 3.0) / ●/●	4 (2 x USB 3.0) / ●/●	4 (2 x USB 3.0) / ●/●
LAN network connection / WLAN (Wi-Fi) integrated	●/●	●/●	●/●	●/●
Common Interface / CI Plus (CI+) 1.4 ECP certified <sup>7</sup>	2	2	1	1
Home Control: IP / RJ12 (RS232C) / IR-Link <sup>8</sup> / MU motor control	●/●/●/●	●/●/●/●	—	—
Digital audio: optical TOSLINK / Mini TOSLINK / ARC / eARC	—/●/●/—	—/●/●/—	—/●/●/●	—/●/●/●
Analogue audio out variable / fix (jack 3.5 mm)	●/●	●/●	—/●	—/●
Center speaker in (via adapter cable) / Cube connector stereo	●/—	●/—	—/●	—/●
Kensington anti theft lock	●	●	●	●
<b>Dimensions</b>				
W x H x D (approx.) in cm without setup solution (* incl. signature flag)	145,7 x 86,0 x 6,8	123,6 x 73,6 x 6,8	145,7 x 86,0 x 6,8	123,6 x 73,6 x 6,8
<b>Scope of Delivery</b>				
Speaker	klang bar3 mr	klang bar3 mr	klang bar3 mr	klang bar3 mr
Setup Solution	floor stand iconic	floor stand iconic	floor stand iconic	floor stand iconic
Remote control incl. batteries	Loewe assist Alu silver	Loewe assist Alu silver	Loewe remote	Loewe remote
Manual / power cord	●/● (2,5 m)	●/● (2,5 m)	●/● (2,5 m)	●/● (2,5 m)
Others	Fire TV 4K Max HDMI, multi power	Fire TV 4K Max HDMI, multi power	HDMI, multi power	HDMI, multi power

● = included/installed — = not included / possible

<sup>1A)</sup> Reception of DVB-T2 HD is available in selected countries. Reception of digital channels may be limited by individual regulations from the respective broadcaster/provider.

<sup>1B)</sup> Reception of DVB-T2 HD is available in selected countries. Reception of digital channels may be limited by individual regulations from the respective broadcaster/provider. UK models are Freeview HD compliant.

<sup>2A)</sup> de · en · fr · it · es · nl · cs · el · pl · hu · fi · sl · sk · tr · sv · da · pt · ru · no · zh · ko · hr · sr · he

<sup>2B)</sup> bs · cs · da · de · et · en · es · fr · hr · is · it · lv · lt · hu · nl · no · pl · pt · ro · sq · sk · sl · sr · fi · sv · el · be · bg · kk · mk · ru · uk · tr · ar

<sup>3)</sup> AV-PIP is only available in combination with DVB-T/C/S.

<sup>4)</sup> Via home network and USB.

<sup>5)</sup> n.a.

<sup>6)</sup> Features e.g.: enhanced ARC, ALLM, VRR 48-60Hz, 4K@60Hz, 18 Gb/s

<sup>7)</sup> CI Plus (CI+) is backwards compatible with CI. Functionality is dependent on module availability from the supplier.

<sup>8)</sup> Only in conjunction with adapter (to be ordered separately) and selected devices (RC5, 36 kHz).

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