



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 active soundbar with 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: November 2022

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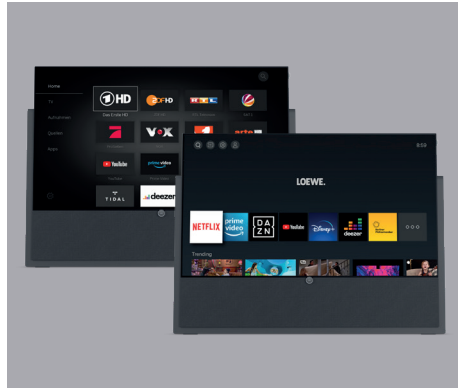
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Loewe **iconic**

The perfectly symbiosis of design and technology

Transform your living room into an art gallery. The sculptural design of 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 Dolby Vision and 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 the classic TV and chassis SL7 for the smarter streaming experience.

Loewe chassis SL5:

- Convenient to use and easy to operate
- Loewe dr+ system with 1 terabyte hard disk, Loewe dual channel system and multi tuner for simultaneous watch, record and timeshift comfort
- Mimi Sound Personalization for best speech intelligibility
- Loewe assist classic remote control and Easy TV mode
- Comes with Amazon Fire TV Stick 4K Max (Germany only)

Loewe chassis SL7:

- Direct access to Video on Demand services with natives apps of Netflix, Amazon prime video, Disney+, YouTube, HD+, FIFA+, Zattoo and media libraries
- Dolby Atmos und HDMI eARC
- Music listening and internet surfing
- Super fast and modern home screen user interface
- Loewe remote with Bluetooth, voice control and illumination

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 variant clay white is available on request.

Loewe iconic

Screen diagonal (in cm/inch): 164/65, 139/55
Resolution (in pixels): Ultra HD (3840 x 2160)
Variants: Loewe chassis SL5 or SL7

TV

Stand solution

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



	Model	Article no.	EAN Code
■ graphite grey	iconic v.65	62801D50	4011880175197
	iconic v.55	62800D50	4011880175142
	iconic i.65	62801D10	4011880175180
	iconic i.55	62800D10	4011880175135

Audio

Sound solution

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	60614D10	4011880171878



Exclusive 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. A solid mineral compound material that is robust and durable, heavy and cold touching as stone.

Smooth, strong and massive 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 outlast short-lived design trends as well as the ravages of time.

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

Powerful home-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 Dolby Atmos, DTS X, Multiroom via DTS Play-Fi, Loewe Wireless Digital Audiolink (WDAL 2.0) for a wireless 5.1 system update and with AVR connections for connecting many backwards-compatible and new wired active speakers, subwoofers or amplifiers via Cinch.

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

Audio excellence Engineered in Germany.

Dimensions in cm: W = width, H = height, 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 ²) / 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)	—/●	—/●	—/●	—/●
Reception				
DVB-T2/C/S2 HD / Multi-ATV / Unicable / Dual Channel	● ^{1A} /●/●/●	● ^{1A} /●/●/●	● ^{1B} /●/●/—	● ^{1B} /●/●/—
MPEG / MPEG2 / MPEG4 (H.264) / HEVC (H.265)	●/●/●/●	●/●/●/●	●/●/●/●	●/●/●/●
Sat over IP / DVB-C over IP	●/●	●/●	—/—	—/—
DVB radio	●	●	●	●
Audio				
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 S. P.	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: —/●/●
Operation				
Loewe chassis / os / home screen (incl. favorites)	SL5 / os6 / ●	SL5 / os6 / ●	SL7 / os7 / ●	SL7 / os7 / ●
Loewe app / VIDAA 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	● ^{2A} /●	● ^{2A} /●	● ^{2B} /●	● ^{2B} /●
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) ³ / Full PIP / Splitscreen TV/Videotext	●/●/●	●/●/●	—/—/●	—/—/●
Software update (via USB / Internet)	●/●	●/●	●/●	●/●
Hotel Mode (Standard / CEC / IP / RS232)	●/●/●/●	●/●/●/●	●/—/—/—	●/—/—/—
Multimedia				
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 ⁴	●/●/●	●/●/●	●/●/●	●/●/●
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+	●/●/—/—	●/●/—/—	●/●/●/●	●/●/●/●
Connectivity and Interfaces				
HDMI 2.0b / HDMI 2.1 ⁵	4 x HDMI 2.0b	4 x HDMI 2.0b	4 x HDMI 2.1	4 x HDMI 2.1
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	●/●	●/●	●/●	●/●
Antenna IEC socket / satellite F socket	1/2	1/2	1/1	1/1
Common Interface / CI Plus (CI+) 1.4 ECP certified ⁶	2	2	1	1
Home Control: IP / RJ12 (RS232C) / IR-Link ⁷ / 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	●	●	●	●
Energy				
EPREL registration No.: https://eprel.ec.europa.eu/qr	via bild v.65	via bild v.55	via bild i.65	via bild i.55
Power switch / Mains voltages	● / 220-240V, 50/60 Hz	● / 220-240V, 50/60 Hz	● / 220-240V, 50/60 Hz	● / 220-240V, 50/60 Hz
Ambient Brightness Control	●	●	●	●
WoLAN / WoWLAN / Fast Power-On (with increased consumption)	●/●/—	●/●/—	●/●/—	●/●/—
Dimensions				
Weight (approx.) in kg incl. standard setup solution	83,3	70,1	82,3	68,7
W* x H x D (approx.) in cm incl. table stand (* incl. signature flag)	152,3 x 113,7 x 31,8 (floor stand)	130,0 x 101,3 x 31,8 (floor stand)	152,3 x 113,7 x 31,8 (floor stand)	130,0 x 101,3 x 31,8 (floor stand)
Scope of Delivery				
Speaker	klang bar3 mr	klang bar3 mr	klang bar3 mr	klang bar3 mr
Setup Solution / rotate-able	floor stand iconic / fix	floor stand iconic / fix	floor stand iconic / fix	floor stand iconic / fix
Remote control (incl. batteries)	Loewe assist alu silver (2x AAA)	Loewe assist alu silver (2x AAA)	Loewe remote alu silver (2x AAA)	Loewe remote alu silver (2x AAA)
Manual / power cord	●/● (2,5 m)	●/● (2,5 m)	●/● (2,5 m)	●/● (2,5 m)
Others	Fire TV 4K Max (DE only), multi power	Fire TV 4K Max (DE only), multi power	multi power extension	multi power extension

● = included/installed — = not included / possible

^{1A} 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.

^{1B} 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.

^{2A} de - en - fr - it - es - nl - cs - el - pl - hu - fi - sl - sk - tr - sv - da - pt - ru - no - zh - ko - hr - sr - he

^{2B} bs - cs - da - de - et - en - es - fr - hr - it - is - lv - lt - hu - nl - no - pl - pt - ro - sq - sk - sl - sr - fi - sv - el - be - bg - kk - mk - ru - uk - tr - ar

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

⁴ Via home network and USB.

⁵ Features e.g.: eARC, ALLM, VRR FHD 48-60 Hz, 4K @ 60 Hz, 18 Gb/s

⁶ CI Plus (CI+) is backwards compatible with CI. Functionality is dependent on module availability from the supplier.

⁷ Only in conjunction with adapter (to be ordered separately) and selected devices (RC5, 36 kHz).

⁸ Traces may occasionally be found in electronic components (in compliance with the recast European RoHS directive).

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Technical changes and delivery options are subject to change without notice. The product portfolio may be different and might vary depending on the country. Service offers are all handled individually.

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