

Room. Sound. Marvel.

The Loewe 3D Orchestra IS.

+ Genuine
3D sound

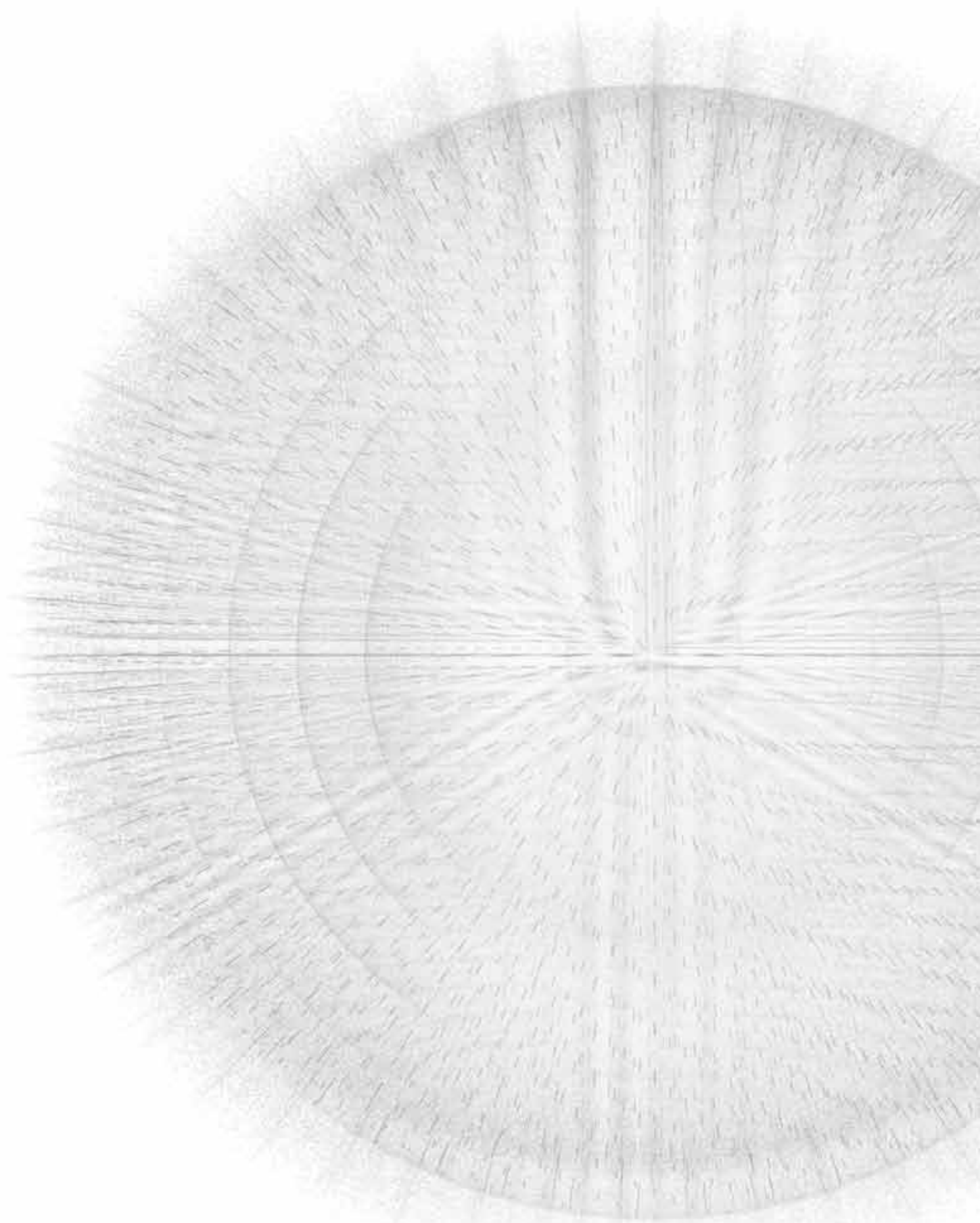
+ Loss-free
radio transmission


+ Highly flexible
set-up

LOEWE.

LOEWE.

The best sound.
From all sides.
The Loewe 3D Orchestra IS.





For 40 years sound engineers
have had a dream:

a “point source of sound”.

Due to their construction traditional speakers have always had a key disadvantage: the sound they emit is more or less restricted to a single direction – similar to the light beam from a torch. This means that a perfect sound experience can be enjoyed only at the spot in which the sound corridors of all speakers converge. This intersection point is called the "Sweet Spot".

For decades, sound engineers have been pursuing the aim of a "point source of sound", as the ideal solution for this problem. A point source of sound means that the sound originates from a given point and then spreads around the room in a spherical pattern i.e. in ALL directions. Wherever you choose to sit or stand: a perfect sound experience is possible anywhere within the room.

Since the 1970s repeated attempts have been made to come closer to this ideal of an omnidirectional sound wave (spherical wave). None of the products developed have achieved this – because no manufacturer has managed to convincingly create this omnidirectional sound propagation.



- Unique spherical sound propagation thanks to two separately driven speakers inside the housing.

Things are changing in 2013: **Loewe is turning the sound revolution into reality.**

Loewe has achieved the impossible and is unveiling a genuine world premiere: the first sound system ever to create the experience of real 3D sound everywhere in the room. The Loewe 3D Orchestra IS.

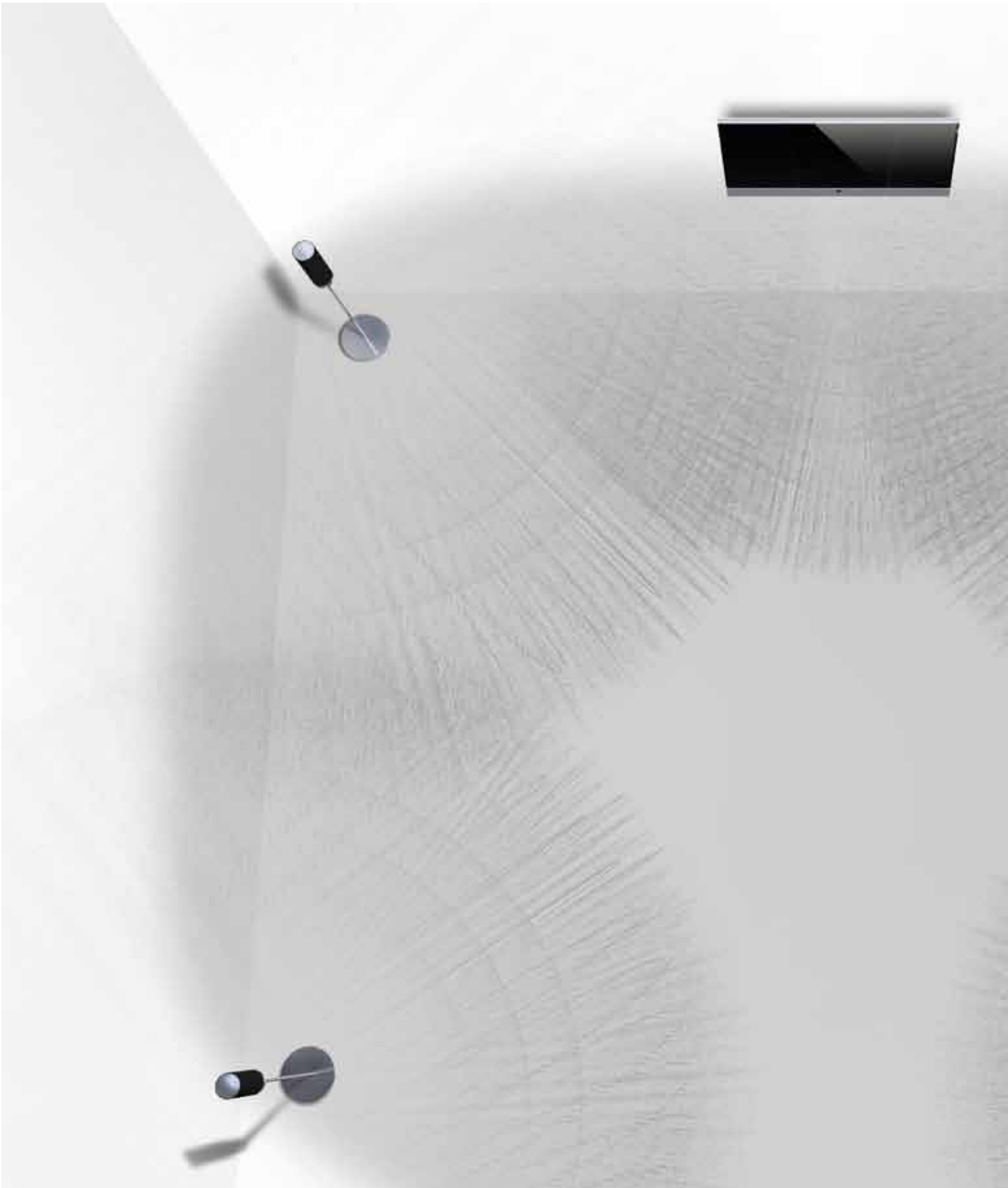
The core of this innovation is a speaker chassis unlike any other in the industry: two separate bi-directional speakers inside the housing emit sound upwards and downwards, while specially shaped cones direct sound precisely and evenly around the speakers.

This creates a unique spherical propagation of sound around the speaker housing, coming closer than any other speaker to the ideal of the spherical wave. As active speakers, each Loewe 3D Orchestra speaker is also equipped with a high-capacity power supply and a powerful Class D amplifier with 80 watts of music power. The frequency spectrum of the specially designed membrane extends from 200 Hz to 24 kHz. Linearly: a unique feature in the speaker world.

The Loewe 3D Orchestra IS is a real sound revolution. No other manufacturer offers a comparable product, moreover, one that operates wirelessly and is suitable for use as a home cinema speaker system. No other product offers this level of balanced and precise surround sound pleasure all over the room.

- Loewe 3D Orchestra creates genuine 3D sound – everywhere in the room.







Enjoy a whole new listening experience: **in the first row, from any seat.**

With traditional home cinema speaker systems a perfect arrangement of the individual speakers results in a sweet spot. In an ideal situation, metaphorically speaking, at this spot you would feel as if you were sitting somewhere in front of the orchestra.

In contrast, the Loewe 3D Orchestra speakers emit sound spherically in all directions. The result: you are constantly surrounded by sound – whether your system has two, four or six speakers. It extends the sweet spot to create a kind of "sweet space". Consequently, provided you remain somewhere within the area between the speakers, you will experience perfect surround sound.

The Loewe 3D Orchestra IS therefore places you – metaphorically speaking – not in front of the orchestra, but right in the middle of the musicians. You can even move around, to shake the first violinist's hand, in a manner of speaking. Or to stand beside the cello player. Or the trombonist. Wherever your ear takes you.





Position the speakers correctly:
**Above. Below. In a corner. In
the middle. Wherever you like.**

In pursuit of the optimal sound experience, traditional sound systems require you to arrange your seating location and room layout according to the speakers. The Loewe 3D Orchestra IS gives you complete freedom of choice.

You can arrange the Loewe 3D Orchestra speakers wherever you wish around your living room, choosing locations that blend harmoniously with your decor and overall layout. The speakers do not need to be arranged in parallel pairs, or even to be positioned at the same height. Whether they are on the floor, high on a wall, on a sideboard or free standing on the Floor Stand: the result is always genuine 3D sound. And the fact that sound is transmitted by radio, in other words wirelessly, means there are no long connecting cables to impair the visual effect. As active speakers, all the Loewe 3D Orchestra speakers need is a power supply for the integrated amplifier.

This unique flexible positioning is made possible by the omnidirectional distribution of the Loewe 3D Orchestra speakers. They take into consideration the characteristics of the entire room in the acoustic result by incorporating sound reflections from the walls, ensuring that you are surrounded by sound at all times. The compact Loewe 3D Orchestra subwoofer, also controlled wirelessly by the system, can be positioned freely within the room to provide powerful bass notes.



Large?



Square?



Small?



Irregular?



Reflective?



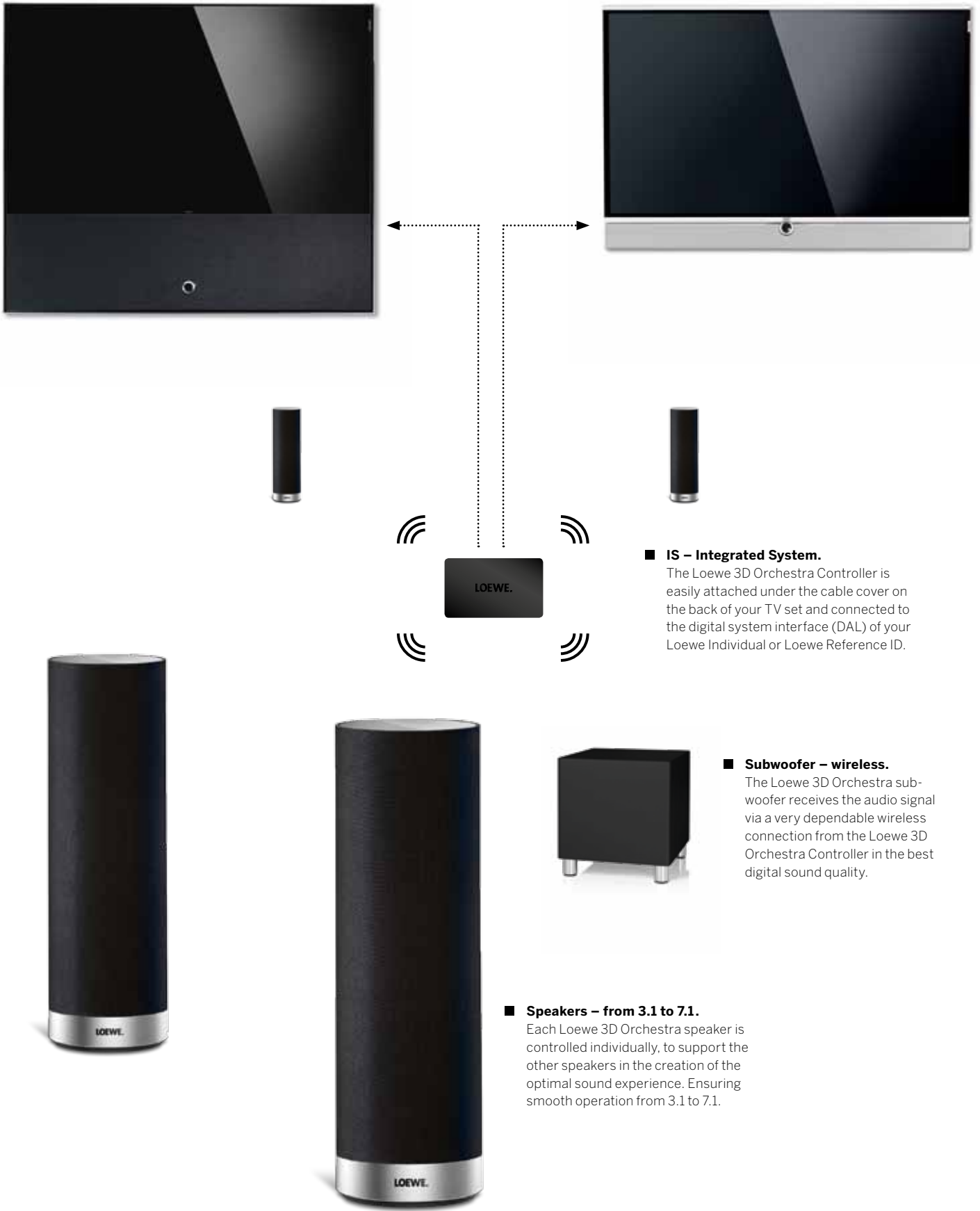
Sound-absorbing?

Wherever you live,
the result is always:
perfect 3D sound.

The Loewe 3D Orchestra IS offers genuine 3D sound everywhere – even in irregular rooms. This is because the system controls each speaker individually to ensure a perfect result at all times. The starting point is an automatic measuring process carried out by the system. All you need to do is set up the measuring microphone in your living room, a one-off operation. The microphone should be positioned in the middle of the room, not at your favourite armchair. This is because the system uses the special triangular microphone and a run-time analysis, similar to GPS, to measure the entire room rather than focusing on your preferred seated location.

To create perfect 3D sound the automatic measuring process starts by considering the location, the number of speakers and subwoofers and the TV speaker. This ensures that each Loewe 3D Orchestra speaker knows what the other speakers are doing at any time, and can provide optimal support. The system then assesses the physical variables: Where are the walls? Where are there no walls? Do heavy curtains and carpets absorb sound or is sound reflected from surfaces such as large windows? The calculation considers all these factors.

The result is always the same: your own individual, ideal 3D sound.



■ **IS – Integrated System.**

The Loewe 3D Orchestra Controller is easily attached under the cable cover on the back of your TV set and connected to the digital system interface (DAL) of your Loewe Individual or Loewe Reference ID.

■ **Subwoofer – wireless.**

The Loewe 3D Orchestra subwoofer receives the audio signal via a very dependable wireless connection from the Loewe 3D Orchestra Controller in the best digital sound quality.

■ **Speakers – from 3.1 to 7.1.**

Each Loewe 3D Orchestra speaker is controlled individually, to support the other speakers in the creation of the optimal sound experience. Ensuring smooth operation from 3.1 to 7.1.

A system for ultimate sound: **a Loewe system.**

The Loewe 3D Orchestra IS is available in different configurations, both technically and visually. You can now configure the system to suit your needs, from 3.1 up to 7.1, and even extend it later if required. Increase your number of speakers depending on how large, or irregular, your room is and the power you wish to achieve. A selection of insets allows you to easily coordinate the Loewe 3D Orchestra speakers to your living environment. In addition to wood finishes and metallised chrome, you can choose from more than 200 RAL colours.

The system is being launched in two stages: starting with the Loewe 3D Orchestra IS (integrated system) for all current Loewe TV sets (Loewe Individual Slim Frame and Loewe Reference ID). In this configuration the TV stereo speaker automatically acts as the centre speaker, while the Loewe 3D Orchestra Controller is integrated in the rear of the television set and operated using the remote control (Loewe Assist).

A Loewe 3D Orchestra as an open system for other television sets will be launched in autumn (Loewe as a third-party manufacturer): with one more speaker (as the centre speaker) and a single Loewe 3D Orchestra Controller to control the system. From autumn, a 7.4 system (7 speakers and 4 subwoofers) will even be possible – for stunning surround sound with an impressive bass foundation.





1926

Invention of the triple tube:

Loewe invents the triple tube, paving the way for simplified speaker reception. The radio set became a bestseller – Loewe local receiver OE 333.



1933

Vision and sound:

The first Loewe television for mass production, already equipped with a dynamic speaker – Loewe FEA.



1971

High-tech meets design:

The first Hi-Fi stereo receiver with an automatic channel search function and selection of stereo stations – Loewe ST 80.



1981

More sound:

Europe's first television stereo sound is launched by Loewe – Loewe MCS 11.



2006

Perfect union:

Deep sound in a slim, customisable design – Loewe Individual Sound.



2007

42 integrated speakers:

Rich 5.1 surround sound from a single, slim speaker – Loewe Sound Projector.



1950

Music at the touch of a button:

The first magnetic tape recorder for domestic use – Loewe Optaphon.

Audio Innovations Made in Germany.

Since it first came into being around 90 years ago, Loewe has launched a stream of exciting and ground-breaking innovations – including in the area of sound reproduction as well as television. Because perfect home entertainment is not simply about a crystal-clear image, it also requires sound of a standard that meets the most demanding requirements.

Some examples of Loewe's greatest successes include the launch of simplified speaker reception, the first cassette player, Europe's first stereo television, the first customisable speaker system and, finally, perfect home cinema with the world's first integrated system capable of generating real 3D sound at every seat in the room.

To ensure top quality at all times, Loewe products have always been produced using skilled workmanship and extreme precision. Cutting-edge methods are in place to make sure each device and speaker is perfectly calibrated when it leaves the factory in Kronach. The exclusivity of Loewe audio design products has been acclaimed by both customers and industry experts – a series of test successes and awards all over the world confirm Loewe's great expertise in the audio field.

Made in Germany Quality is, and remains, the most important guarantee for perfect home entertainment.



1995

Cornerstone of multimedia:

High-end vision and audio – Loewe Systems.



2009

Discreet and dynamic:

Unique electrostatic technology for maximum dynamics in an extremely thin housing – Reference Sound Stand Speakers.



2013

From Sweet Spot to Sweet Space:

A world first, genuine 3D sound at every seat in the room – Loewe 3D Orchestra.

Loewe 3D Orchestra.
Product details.



**Loewe Table Stand
3D Orchestra Speaker**

H 31.0 / PD 10.5



**Loewe Wall Mount
3D Orchestra Speaker**

H 31.3 / PD 11.0



Loewe 3D Orchestra IS for Loewe Individual Slim Frame and Loewe Reference ID

The first stage is the launch of the Loewe 3D Orchestra as an integrated system, ideal for all owners of a Loewe Individual Slim Frame or Loewe Reference ID. The slim Loewe 3D Orchestra Controller is integrated under the cable cover on the rear of the TV set. The TV stereo speaker is automatically controlled as the centre speaker. The system is operated using the television remote control and user guide (Loewe Assist Media).

**Loewe Floor Stand
3D Orchestra Speaker**

H 107.0 / PD 10.5 /
BP 25.8



**Loewe 3D Orchestra
Subwoofer**

W 24.0 / H 24.5 /
PD 26.1



Loewe 3D Orchestra 3.1 IS

- 2x 3D Orchestra Speakers
- 1x 3D Orchestra Subwoofer
- 1x Module 3D Orchestra Controller
- 1x triangular measuring microphone



Loewe 3D Orchestra 5.1 IS

- 4x 3D Orchestra Speakers
- 1x 3D Orchestra Subwoofer
- 1x Module 3D Orchestra Controller
- 1x triangular measuring microphone



Loewe 3D Orchestra 7.1 IS

- 1x 3D Orchestra 5.1 IS
- + 2x 3D Orchestra Speakers

Dimensions in cm: W = Width, H = Height, PD = Product Depth, BP = Base plate diameter/dimensions

Loewe 3D Orchestra.

Technical information.

Loewe 3D Orchestra IS

Integrated home cinema speaker system: uses the TV stereo speaker as the centre speaker

Suitable for Loewe TVs from Chassis SL 220 and Loewe Assist remote control

Surround sound: enlarged sweet spot for genuine 3D sound throughout the room

Variable speaker configuration: can be extended to suit the size of the room

Wireless audio signal transmission for speakers and subwoofers

Loewe 3D Orchestra Speaker

Active wireless speaker with high-quality Class D power amps and open-loop amplification

A 360° point source of sound for flexible positioning

Principle A point source of sound, active

Nominal power handling/music power handling (sine/max.) 40 w/80 w

Frequency range 200 Hz – 24 kHz

Equipment

Configuration 2 light weight bi-directional, full-range speakers for total elimination of vibration

Digital Audio Link Wireless, 5.8 GHz

Accessories

Insets ex factory Aluminium Silver

Other

Weight (approx.) in kg 0,7

Loewe 3D Orchestra Subwoofer

Active wireless subwoofer with high-quality Class D power amps and open-loop amplification

Principle 1-way bass reflex, active

Nominal power handling/music output (sine/max.) 100 w/200 w

Frequency range 45 Hz – 300 Hz (– 6 dB)

Equipment

Power amp Class D

Bass intensity control – 12 dB / + 12 dB

Power switch ●

Signal recognition ●

Digital Audio Link Wireless, 5.8 GHz

Configuration 1 bass speaker

Cinch connector ●

Other

Weight (approx.) in kg 5,2

Loewe Module 3D Orchestra Controller

Intelligent Audio Processing

Dependable loss-free 5.8 GHz radio transmission for optimal signal quality

Measuring microphone

Triangular measurement of room acoustics for optimal sound

Automatic calibration of all speakers in the entire system

Housing

Colours



Material: Black
Base: Aluminium Silver

Insets

Colours and materials



Aluminium Silver
(Supplied on
delivery)



Metallised
Chrome



Light Oak



Ebony

Foil insets

Colours



Beige



Green



Orange



Turquoise



Dark blue



Red



White



Black



Yellow



+ individual colours on request (RAL)

Technological features



200
W



2.0
7.1



3D
Sound



Wireless
System

● = included/installed



Loewe Opta GmbH
Industriestraße 11
96317 Kronach
Germany
www.loewe.tv

Loewe UK Ltd
237A Kensington High St
1st Floor
London W8 6SA
United Kingdom
www.loewe.tv

Audio Products Group Pty Ltd
6/67 O'Riordan Street
Alexandria NSW Australia
1300 134 400
www.loewe.tv

Audio Products Group Pty Ltd
13 Wall Place, Tawa
Wellington New Zealand
0800 111 450
www.loewe.tv

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LOEWE.