



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 total music power

Multiroom audio with DTS Play-Fi, Apple AirPlay and Google Cast

Setup solution made of Syno-Stone massive mineral compound material

Exclusive colour spray paint in graphite grey or pure white



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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
- Loewe dr+ system with 1 terabyte hard disk
- 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.

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.
■ graphite grey	iconic v.65	62801
	iconic v.55	62800
	iconic i.65	62801
□ pure white	iconic i.55	62800
	iconic v.65	62801
	iconic v.55	62800
	iconic i.65	62801
	iconic i.55	62800

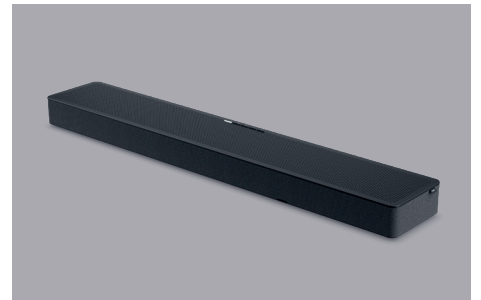
Audio

Sound solution

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



	Model	Article no.
■ basalt grey	klang bar3 mr	60614



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.

Technical Data

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
Screen resolution (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 (cm/inch) / Response time (ms)	164 / 65 / 1	139 / 55 / 1	164 / 65 / 1	139 / 55 / 1
Panel luminance ¹ (cd/m ²) / Viewing angle (h/v)	900 / 120°	900 / 120°	900 / 120°	900 / 120°
Ultra HD scaling / Image+ Active / Adaptive Contrast / 24p	●/●/—/●	●/●/—/●	●/—/●/●	●/—/●/●
HDR (HLG / HDR10 / Dolby Vision™) / WCG	●/●/●/●	●/●/●/●	●/●/●/●	●/●/●/●
Auto-dimming interior (OPC) / Ambient brightness control	●/●	●/●	●/●	●/●
Reception				
DVB-T2/C/S2 HD / Multi-ATV / Unicable / Dual Channel	● ^{2A} /●/●/●	● ^{2A} /●/●/●	● ^{2B} /●/●/—	● ^{2B} /●/●/—
MPEG / MPEG2 / MPEG4 (H.264) / HEVC (H.265)	●/●/●/●	●/●/●/●	●/●/●/●	●/●/●/●
DiSEqC / Sat over IP / DVB-C over IP / DVB radio	●/●/●/●	●/●/●/●	●/—/—/●	●/—/—/●
Audio				
Output (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 / Auto Volume (AVC) / Mimi Sound Personalization	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 /—
Operation				
Loewe chassis / os / home screen (incl. favorites)	SL5 / os6 / ●	SL5 / os6 / ●	SL7 / os7 / ●	SL7 / os7 / ●
Vidaa app / my Loewe app (all: Android + iOS)	—/●	—/●	●/●	●/●
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	● ^{3A} /●	● ^{3A} /●	● ^{3B} /●	● ^{3B} /●
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) ⁴ / Full PIP / Splitscreen TV: Videotext	●/●/●	●/●/●	—/—/●	—/—/●
Software update (via USB / Internet)	●/●	●/●	●/●	●/●
Hotel Mode (Standard / CEC / IP / RS232)	●/●/●/●	●/●/●/●	●/—/—/—	●/—/—/—
Multimedia				
Loewe dr+: storage capacity (GB) / USB recording / timeshift	1.000 / ●/●	1.000 / ●/●	1.000 / —/●	1.000 / —/●
Loewe dr+: streaming server / client / follow-me	●/●/●	●/●/●	—/●/—	—
Multi Recording / Radio Recording	●/●	●/●	—	—
Music player / Photo player / Video player ⁵	●/●/●	●/●/●	●/●/●	●/●/●
Digital Media Renderer (incl. Ultra HD) / Bluetooth music player	●/●	●/●	●/●	●/●
Internet apps / internet browser / internet radio	●/●/● (incl. search)	●/●/● (incl. search)	●/●/● (via radio app)	●/●/● (via radio app)
YouTube / Amazon prime video / Netflix / Disney+ / Apple tv+	●/●/—/—/—	●/●/—/—/—	●/●/●/●/●	●/●/●/●/●
Connectivity and Interfaces				
HDMI	4 x HDMI 2.0b	4 x HDMI 2.0b	4 x HDMI	4 x HDMI
ALLM / VRR / UHD 60 Hz	—	—	●/● (FHD 60Hz) / ●	●/● (FHD 60Hz) / ●
HDCP 2.2 / HDMI-CEC / ARC / eARC	●/●/●/—	●/●/●/—	●/●/●/●	●/●/●/●
USB	3 (2 x USB 3.0)	3 (2 x USB 3.0)	4 (2 x USB 3.0)	4 (2 x USB 3.0)
Bluetooth / screen mirroring (Miracast) / AirPlay	●/●/—	●/●/—	●/●/—	●/●/—
LAN network connection / WLAN (Wi-Fi) / DTS Play-Fi	●/●/—	●/●/—	●/●/—	●/●/—
Antenna IEC / satellite F / CI+ 1.4 ECP certified ⁷	1 / 2 / 2	1 / 2 / 2	1 / 1 / 1	1 / 1 / 1
Home automation: IP / RJ12 / IR-Link ⁸ / MU motor control	●/●/●/●	●/●/●/●	●/—/—/—	●/—/—/—
Mini TOSLINK / center in (via adapter) / cube plug stereo	●/●/—	●/●/—	●/—/●	●/—/●
Audio out control: fix / variable / sub (3.5 mm jack)	●/●/●	●/●/●	●/●/●	●/●/●
Kensington anti theft lock	●	●	●	●
Energy				
EU energy efficiency class: SDR (EEI) / HDR (EEI)	via bild v.65 dr+	via bild v.55 dr+	via bild i.65 dr+	via bild i.55 dr+
EPREL registration No.: https://eprel.ec.europa.eu/qr	via bild v.65 dr+	via bild v.55 dr+	via bild i.65 dr+	via bild i.55 dr+
Power switch / mains voltages AC	— / 220-240V, 50 / 60 Hz	— / 220-240V, 50 / 60 Hz	— / 220-240V, 50 / 60 Hz	— / 220-240V, 50 / 60 Hz
WoLAN / WoWLAN / Fast Power-On (increased consumption)	●/●/—	●/●/—	●/●/—	●/●/—
Dimensions				
Weight (approx. kg) excl. / incl. standard setup solution	n.a. / 82,2	n.a. / 66,8	n.a. / 81,8	n.a. / 65,7
W* x H x D (approx. 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 assist alu silver (2x AAA)	Loewe assist alu silver (2x AAA)
Manual / power cord	●/● (3 m)	●/● (3 m)	●/● (3 m)	●/● (3 m)
Others	multi power extension	multi power extension	multi power extension	multi power extension
Optional accessories				
Selection of recommended setup solutions and audio systems	klang sub5 klang mr5 klang mr3 klang mr1	klang sub5 klang mr5 klang mr3 klang mr1	klang sub5 klang mr5 klang mr3 klang mr1	klang sub5 klang mr5 klang mr3 klang mr1

● = included/installed — = not included / possible

¹⁾ according to panel spec typ. values @ HDR 10%
^{2A)} Reception of DVB-T2 HD only in selected countries, may be limited by individual regulations from the respective provider.
^{2B)} de - en - fr - it - es - nl - cs - el - pl - hu - fi - sl - sk - tr - sv - da - pt - ru - no - zh - ko - hr - sr - he

⁴⁾ AV-PIP is only available in combination with DVB-T/C/S.

⁵⁾ Via home network and USB.

⁷⁾ CI Plus (CI+) is backwards compatible to CI, functionality depends on module availability from supplier

⁸⁾ Only in conjunction with adapter (to be ordered separately) and selected devices (RC5, 36 kHz)

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