PRESS RELEASE ATLAS

Luxuriate in the symphony of sound and style with Loewe's miniature masterpiece, klang m1

Compact in size, Grand in Design and Personal Sound

SINGAPORE – November 6, 2018 – Loewe takes on-the-go music experiences to another level with klang ml, its first Bluetooth portable speaker that exhibits the beauty of sound and design in its purest, uninhibited form. True to its name, klang- which stands for 'sound' in German - ml boasts uncompromised, full-bodied sounds, delivered by two treble/mid-range units and a pair of passive mid-bass membranes housed in compact dimensions of 6.3 x 13.3 cm at at a lightweight 325 grams.

Beyond the sound, the speaker exudes effortless style with its clean lines, minimalist sleek details and expertly finished stainless steel body. Honoured as a symbol of design excellence with the esteemed iF GOLD AWARD 2018, Loewe's modern luxe speaker displays no visible screws or fixings, offering instead subtle highlights at its polished bevelled edges. Functional touches of recessed buttons and a high-quality leather wrist strap are likewise elegantly designed and meticulously placed, while enhancing its retro chic feel and homage to the transistor radio during the radio heyday. The sandblasted finishing comes available in Silver, Graphite Grey and Rose Gold - of which is incredibly made using 83 per cent real gold and 17 per cent copper plating.

The built-in battery promises 12 hours of battery life, which is fully rechargeable in just two hours. Fitted with a built-in microphone with echo reduction, each Klang M1 doubles up as a hands-free, fuss-free speaker, best suited to be your personal music companion. To achieve true stereo sound, two speakers can be paired and used simultaneously. Perfect for those on the go and cannot live without their music, it has a strong Bluetooth connectivity and compatibility that ensures a seamless pairing of your devices - be it to a smartphone, tablet or laptop - making it an indispensable personal sound companion.

As the sole distributor in Singapore and ASEAN, Loewe's klang m1 will be exclusively launched and available at all ATLAS stores from 9 November 2018.

ATLAS



klang ml in three colours: Rose Gold , Silver, and Graphite Grey

ABOUT ATLAS SOUND & VISION

Since its beginnings in 1963 as a humble record library on Market Street, ATLAS has established itself as a local icon and benchmark for premium audio and visual retail.

With over 50 years of expertise, ATLAS is consistently recognised as a market leader in providing distinctive audio-visual products and services for home, personal, office and public spaces. A trusted name in premium sound and vision, ATLAS is the number one retail destination in Singapore to experience and purchase exclusive premium brands such as Accuphase, Bose, Loewe, Piega and Soundcast.

Beyond sight and sound, ATLAS delivers inspiring lifestyle trends and technology through a legendary end-to-end customer service for a memorable, iconic instore ATLAS experience.

This year, ATLAS Sound & Vision celebrates 55 years in Singapore. As part of their celebrations, they are having a 5+5 exclusive home entertainment in-store promotion.

For more information on ATLAS Sound & Vision, as well as their subsidiaries, please visit: www.atlas-sv.com.

MEDIA CONTACTS