

**Atlas raises the bar of state-of-the-art home entertainment in the heart of homes with the introduction of Loewe OLED TVs**

*Loewe OLED TVs combine aesthetics and technology to deliver a high-quality, exquisite viewing experience*



**SINGAPORE – May 8, 2018** – [Atlas Sound & Vision](#), the benchmark in premium audio and visual retail in Singapore, officially introduces the Loewe range of [OLED TVs](#). Dubbed “the most beautiful OLED TV in the world”, Loewe’s TVs have won more than 200 international design awards and are characterised by their precise and elegant design, high quality as well as ease of use.

Established in 1923, Loewe's products are handmade in Germany, combined with cutting-edge technology in design and quality. Each OLED TV setup is customizable based on the customer’s preferences, and comes with Bluetooth connectivity to allow music lovers to listen via the TV speakers as they stream music from their devices.

“Rising affluence amongst consumers, coupled with the rise in demand for 4K resolution content, has led to an increasing demand for premium audio and visual products. Around 70 percent of Southeast Asian consumers see themselves to be financially better off than they were seven years ago<sup>1</sup> and the global OLED market is expected to reach around USD41 billion come 2023<sup>2</sup>. We are excited to bring Loewe’s state-of-the-art viewing experiences to savvy consumers and screen buffs in Singapore. We look forward

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<sup>1</sup> [Nielsen: Moving on up. Premium Products are in High Demand around the World. December 2016.](#)

<sup>2</sup> [ResearchAndMarkets.com: OLED Market – Industry Trends, Opportunities and Forecasts to 2023. December 2017.](#)



**LOEWE.**

to strengthening our partnership with Loewe in Singapore and the region,” said Michael Tien, Chief Executive Officer for Atlas Sound & Vision.

### **Powered by Loewe OLED Technology**

Loewe’s family of OLED TV uses organic light-emitting diode technology which creates perfect blacks, life-like visuals, a wide viewing angle, as well as having ultra-thin displays. Each OLED TV screen is thinner than an average smartphone. The display for Loewe’s bild 3 and 5 series come at 4.9mm while the bild 7 series comes at 7mm.

Every single pixel in a TV produces its own light. When the TV is switched off, absolute blackness within a response time of less than a microsecond is achieved. In contrast to liquid-crystal display (LCD) screens, OLED does not require back-lighting. Hence, eliminating the problem of clouding effect (light spots/grey haze), which appears when viewing scenes filmed in dark environments.

It incorporates three HDR standards, HDR10, HLG and Dolby Vision™ to consistently deliver the best possible picture quality and ensure that your Loewe OLED TV is future-proof.

### **Uncompromising Sound and Brilliant Image Quality**

Built with powerful, built-in front speakers, Loewe OLED TVs allow consumers to experience acoustic quality of concert halls at their own living room. Home owners can also create their personal configuration by adding a klang soundbar or other Atlas curated sound solutions to their home entertainment system. Loewe bild 7.77 also comes with an integrated soundbar, providing a rich 120 watts of audio output.

Loewe OLED TVs produce brilliant high dynamic range (HDR) images which are of higher contrast and a much wider range of colours for pictures that are extremely brilliant and natural.

### **Sleek Elegance for any Modern Home**

Recognized for their sophisticated design and clean lines, Loewe TVs provides its customers with endless possibilities to create their perfect TV.

The Loewe bild 3.55 is designed to be an eye-catcher for even the most basic living spaces and the extravagant; while the Loewe bild 5, designed by Bodo Sperlein, integrates one of the most traditional and soulful design materials: oak wood. Loewe bild 7 oozes confidence, is elegant and assured.

The three series of Loewe OLED TVs are now available at Atlas @ Millenia Walk:

- The centerpiece: Loewe bild 3.55 oled, which comes with a table stand, is priced at S\$4,999
- The masterpiece: Loewe bild 5 oled range, is priced from S\$6,399
- The statement piece: Loewe bild 7 oled range, which comes with a wall mount, is priced from S\$10,999

For more information about the products and accompanying hi-res images, please download from: <http://bit.ly/loeweoled18>

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### **About Atlas Sound & Vision**

At Atlas, we believe in the power of sound and vision. Its power to inspire and move everyday life. Atlas has its beginnings as a humble record library on Market Street in 1963 by Mr. A.B. Tien and his wife Jeannie. Atlas started with renting out records, then branched out to provide audio consultancy and began offering sound equipment as well. Now guided by the next generation of the Tien family and an expanded team, Atlas is building on its deep-rooted passion for sound and vision and customer service. Atlas is the benchmark for premium audio and visual retail. With our top-of-the-line products, legendary end-to-end customer service and breath-taking in-store experiences, it is our passion to continue this journey with our customers across generations. Atlas seeks to power the audio and visual experience beyond simply sight and sound, and into the latest, most inspiring lifestyle trends and technology. For more information on Atlas Sound & Vision, as well as their subsidiaries, please visit: [www.atlas-sv.com](http://www.atlas-sv.com)

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