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## **Atlas Sound & Vision Releases the Loewe Individual Series**

*Five of a kind... and I'm talking about TV sets.*

As Loewe previously launched the world's first Swarovski crystal-covered television set, we expected this time something equally luxurious. And it happened... Atlas Sound & Vision just launched the Loewe Individual series of televisions which offer customization in terms of technology, informs Hardware Zone. The Individual series includes five models, coming in five colors to choose from, and, obviously for Loewe, the speakers perfectly match the color of the showcase. Moreover, the material used is also premium – anodised-aluminium. “The Loewe Individual is a union between superior technology, class and elegance. Not only does it provide users with easy to use interface, it also provides them with an art-like piece of furniture,” stated Ulf Kampfer, General Manager Distribution, Loewe. “It's been designed to meet even the highest demands for a personal television.” The users can also choose the dimensions of the television depending on the place they want to put it. Consequently, the model can be customized to hang from the ceiling, reaching the floor; you can also opt for a medium sized screen to place it on a table, or a usual tabletop model. Apart from looking stunning on the outside, its high resolution LCD panels - 1366 x 768 pixels- combined with the new Loewe Digital+ technology are able to deliver ‘good looking images’ in 16:9 cinema format with screen diagonals of 66 or 80 centimeters. And, as all the latest gadgets, Loewe's televisions feature a HDMI interface that allows them to run HDTV content. Furthermore, as they are integrated with the Digital Terrestrial TV reception (DVB-T) and Digital Cable reception (DVBC), the Individual series can easily be upgraded to receive Digital Satellite reception (DVB-S). “The Loewe Individual offers technology that caters to the specific wants of users. With the ability to playback specific segments of a show, and even pause and resume a particular scene that they may have missed, the Individual empowers users to have absolute control over their viewing desires and not have to worry about missing a scene from their favourite show ever again,” said Michael Tien, Managing Director of Atlas Sound & Vision. The Loewe Individual is available exclusively at the Atlas Experience, Millennia Walk.