

# LOEWE.

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## Loewe Technology - Press release 01/2026

*Kronach, February 2026*

The Loewe launches vega - a high-performance 4K Ultra HD Smart TV in a refined, compact design.



Kronach, Germany - February 2026 - Premium German AV brand, Loewe, has today proudly announced the launch of vega, a new generation of high-performance 4K Ultra HD smart TVs combining advanced picture technologies with an elegant, space-saving design. Available in 32-inch and 43-inch screen sizes, Loewe vega is designed to deliver premium home entertainment quality even in the most compact living spaces.

At the heart of vega are Ultra HD (3840 x 2160) VA LCD panels with full-array Direct-LED backlighting, densely packed 390 LED dimming zones on the 43" model and 260 LED dimming zones on the 32" model ensure a huge colour space and contrast range as well as maximum brightness at maximum resolution – now also available for the first time in a compact 32-inch Smart TV in 4K Ultra HD. Today, supporting a full range of HDR formats, including Dolby Vision IQ, the new models deliver high brightness, strong contrast, and vibrant, natural colours, ensuring consistent image quality and smooth motion for TV, streaming and gaming alike.

Powered by the SL8 dual-channel chassis and the brand's intuitive Loewe os9 smart TV platform based on VIDAA, as well as network streaming technologies including DLNA, Miracast, Apple AirPlay and Matter, vega

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invites you into full, satisfying AV immersion. And with the brand's curated app store including popular streaming services such as Netflix, YouTube, Disney+ and Apple TV, users can enjoy Loewe's Made in Germany philosophy, reflecting fierce innovation delivered in an accessible, intuitive package.

With sound quality to match, vega features an integrated soundbar with 60 watts of Class-D amplification power, developed and tuned in-house by Loewe audio engineers. Dolby Atmos ensures an immersive viewing experience, while HDMI eARC allows easy connection of external sound systems for expanded home cinema setups, and AI sound optimisation for dynamic loudness delivers a modern, streamlined and stress free set up.



Engineered with versatility and modern use cases in mind, each screen size delivers Ultra HD resolution and wide viewing angles of up to 178-degrees. And with impressive peak luminance engineered into both (880 cd/m<sup>2</sup> and 550 cd/m<sup>2</sup> respectively), Loewe vega delivers impressive viewing even in bright environments. The TVs are equipped with four HDMI inputs, including two HDMI 2.1 ports supporting Ultra HD at up to 120 Hz (43-inch) or 60 Hz (32-inch), as well as VRR and ALLM for smooth, low-latency gameplay. The finest gaming and entertainment hub - with Vidaa's cloud gaming zone featuring Blacknut and Boosteroid as well as a complete integration of game console controllers, the system lifts your gaming experience to a whole new level. HDMI eARC enables high-quality audio transmission to external sound systems, while Bluetooth, Wi-Fi, LAN, USB-A and USB-C provide comprehensive options for accessories, storage and network integration.

A brushed aluminium frame, high-quality speaker grille and a rotatable metal table stand with real chrome finish create a sophisticated 360-degree appearance. All connections are hidden, with integrated cable



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management for a clean installation. In addition, Loewe offers a wide range of modular setup solutions for table, floor or wall mounting, allowing the TV to adapt seamlessly to different interiors and lifestyles.

With its combination of premium picture quality, powerful sound, smart features and timeless design, Loewe vega sets a new benchmark for compact high-end televisions.

### Availability and pricing

Loewe vega will be available from selected Loewe retail partners from March 2026. For more information, visit <https://www.loewe.tv/uk/en/loewe/tv/vega>

### Recommended retail price

Loewe vega 32": €1,500 / £1,650

Loewe vega 43": €1,700 / £1,900

-Ends-

### About Loewe.

Loewe has stood for inventiveness and luxury consumer electronics products for more than a century. From its founding in 1923 to the invention of electronic television in 1931, Loewe has developed into a globally operating, traditional company. With 200 employees and an international sales network, Loewe Technology GmbH is now active in over 50 countries with its high-quality, elegant TV and audio products. The global brand looks back with passion and pride on its exceptional innovative strength, tradition, and craftsmanship perfection "Made in Germany." The unique combination of German engineering, excellence, exclusive design, and sustainability have shaped the brand culture. The traditional manufacturing and high-tech production site at the headquarters in Kronach, Upper Franconia, is at the heart of Loewe.

[www.loewe.tv](http://www.loewe.tv)

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