

# OUTSTANDING DESIGN

## WINNER

# LOEWE SPHEROS R37 MASTERPIECE



If ever a product was designed to prompt an instant purchase, the Loewe Spheros R37 Masterpiece is that product. It is living proof that love at first sight does indeed exist.

Forget the fact that it is HD Ready, with a gaudy native resolution of 1,366 x 768. Forget the fact that it has a built-in hard disk drive. In fact, forget everything about the comprehensive feature count and just look at the thing.

Our reviewer claimed that the set looks 'more like a piece of modern sculpture than a TV set' and how right he was.

The screen and stand are carved out of a single piece of black glass, with the silver speakers nestling into the bottom of the stand, which, by the way, rotates to your desired position at the touch of a button. You may find yourself watching the elegant sweep of this motorised stand and forgetting to actually turn the set on.

That would be a shame, because the picture is sublime, especially when viewing high-definition material, and the onboard audio is spectacular as well.

If you're a fan of minimalist design, but also a stickler for quality,

this is a winning, dare we say unbeatable, combination. 'Masterpiece' may actually be an understatement.

Full review: Issue 294



## HIGHLY COMMENDED

### PHILIPS 32PF9830

Philips' brand new flagship LCD set charts a new course in TV design, with seductive curves taking the place of sharp edges. Ambilight technology also helps this set to make a bold style statement. Full review: Issue 301

