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Loewe launches eco Art SL televisions

Less-than-a-watt standby mode

by Amy-Mae Elliott published on 7 May 2009

Loewe has announced the launch of what it claims is its most environmentally friendly TV to date, the new Full HD Art SL.

The Art SL boasts an "Eco Mode" that means you can control how energy efficient your TV is. When "automatic light dimming" is activated, the telly uses 20% less electricity than the premium mode and it boasts a low standby mode of 0.7 watts.

With an "integrated power switch" (that's an on/off button to you and me) which means that the device can be completely disconnected from the mains power supply, standby consumption is reduced to zero.

Loewe is also angling the built-in functionalities as eco-friendly, as they have not been manufactured separately and do not use extra electricity.

The built-in gubbins include an integrated Freeview-compatible tuner and 250GB hard disk recorder, as well as 2 x 40w speakers.

There is a manual swivel stand option with the range available in two colour and size options - chrome silver or high gloss black in 42- and 47-inch screen sizes. Pricing comes in from £2345.

