



SCHAUB LORENZ

TELEVISION REDEFINED

Welcome to one of the world's oldest electronic brands

The Schaub Lorenz heritage goes back far further than most in electronics. Today's Schaub Lorenz has continued this tradition by creating a price competitive, well specified and technically well supported range of flat panel television and associated products expressly for Australia and New Zealand's high quality AV specialists. It is a brand specifically built for a discerning clientele.

We think history matters

There is certainly no doubt Schaub Lorenz is a brand name with a long and illustrious history, one that has now stood the test of time for more than 120 years. A merger created the current Schaub Lorenz brand name in 1955, however the company can follow its history all the way back to 1880. By 1967 Schaub Lorenz had become Germany's largest producer of portable radios, and an internationally known brand.

We think price and technical competitiveness matter

Any product bearing the name Schaub Lorenz in Australia or New Zealand is intended to be a better engineered item at an affordable price.

We think service and after sales support matter

There is therefore an extensive network of Schaub Lorenz service agents provided throughout both Australia and New Zealand, a comprehensive spare-parts inventory, and prompt dispatch on demand. We also provide a 3 Year Warranty to registered owners.

History matters...

- 1880** Carl Lorenz founds telegraph construction company in Berlin.
- 1890** Robert Held acquires the company from Lorenz widow.
- 1921** Georg Schaub founds the Schaub company in Berlin.
- 1923** Lorenz company starts manufacturing radios.
- 1940** Lorenz AG acquires the Schaub company.
- 1952** The company's first TV is shown at the Dusseldorf Radio fair.
- 1955** The brand Schaub Lorenz is born.
- 1967** Schaub Lorenz becomes Germany's largest producer of portable radios.
- 2005** The rights to the Schaub Lorenz name are established for Australia and New Zealand specifically.
- 2009** Manufacturing for Australian and New Zealand models turns more towards Europe.
- 2011** Slimline models with LED backlighting are released.





Featured Television: SL46-5 FHD-100

“Custom installed televisions need to be serviceable, reliable, and if required, readily integrated with digital audio systems.”





We think meaningful specification matters

Every effort has therefore been made to ensure that Schaub Lorenz products are priced competitively in the marketplace appropriate to their technological and qualitative advantages. These technical advantages relate specifically to a specialist retailer's desire to sell a better product to a better informed customer and for the product itself to be readily integrated with other equipment that such a specialist might also sell.

Featured Television: SL 55-5 LED-100

The basic technicalities that matter

LED Backlighting

Light Emitting Diodes (LED) offer a more efficient way to illuminate an LCD screen than the older Cold Cathode Fluorescent Light (CCFL) technology commonly used on LCD televisions. LED lighting gives better contrast & colours, lower energy consumption, and slimmer television cabinets.

Slim Design

LED backlit televisions are by nature slimmer than those with conventional backlighting. A slim television is far easier to position in a home, especially if mounting on a wall. All Schaub Lorenz models feature slim dimensions and removable table stands.

Reduced Energy Consumption

LED backlighting technology also allows local dimming of dark picture areas, resulting in improved contrast and lower energy consumption. Schaub Lorenz televisions have outstanding energy star ratings, and cost less money to run.

The rarer technicalities that matter

Controllability

updates that allow the televisions to be controlled by third-party control systems. This is important when the TV is part of a whole-house system that can be operated from a single device. Discrete IR and RS-232 codes ensure your specialist installer can integrate a Schaub Lorenz TV in any situation.

PVR Recording Capability via USB

By simply connecting a USB stick or powered drive to your Schaub Lorenz television, you can enjoy the convenience of timer recording, one-touch recording, EPG recording and time shift recording. Your recordings are limited only by the capacity of your USB memory device.

USB2.0 Media Player

The integrated USB Media Player gives you access to your digital media like never before. You can watch video, listen to audio and view photos straight from your USB device, all easily operated from your television's remote control. The Media Player supports a wide range of file types and has a clear on-screen menu design.

Featured Television: SL 55-5 LED-100



Schaub Lorenz - made to measure by experts...

Schaub Lorenz Australasia is a partnership between Australian and New Zealand distributors servicing high quality AV specialists and Europe's largest manufacturer of televisions. Each television is manufactured to ISO 9001 Quality Assurance Standards and the manufacturer is also ISO 14000 Environmentally Accredited. They successfully export to 126 countries including Australia and command a 6% market share of televisions globally. Their combined share of the European TV market is 21%.

...for experts

What they have produced for Schaub Lorenz Australasia is a range of televisions available exclusively from quality AV specialists, providing such outlets with the right mix of picture quality, local compliance, future-proofing, integration compatibility, and expert adjustment all within the context of reasonable affordability. To an expert, any extra investment necessary to choose Schaub Lorenz can be readily justified. These televisions are carefully tailored for that purpose.

SL55-5 LED-100



SL46-5 LED-100



SL42-5 LED-100



SL37-5 LED-100



SL32-5 LED





Featured Television: SL 32-5 LED

*“Why compromise
your stylish interior
with a bland
'run-of-the-mill'
brand of TV?”*



Specifications

Key Features

- LED edge-lit panel.
- Integrated MPEG4 HD & analogue tuner.
- 1080p capable, with native 1920 x 1080 panel resolution, for zero HD source-to-panel scaling artefacts.
- PVR Out function allows recording from TV to external USB device, Time Shift, and EPG timer programming.
- USB 2.0 Media Player input, for playback of MP3 music files, JPEG photo files, MP4 & AVI movie files.
- Multiple input connections, including 4 x HDMI with HDCP.
- 100Hz technology for smoother, sharper screen motion. (SL 32-5 LED features 50Hz technology)
- RS-232 & discrete IR codes for versatile control options.
- 4 picture modes, including Custom mode. 2 speaker audio system, with SRS TruSurround HD® & 5-band equaliser.
- Sleep Timer; Child Lock, Hotel Mode

		SL 55-5 LED-100	SL 46-5 LED-100	SL 42-5 LED-100	SL 37-5 LED-100	SL 32-5 LED
LCD Panel	Panel Type	Slim LED edge-lit				
	Panel Diagonal measurement	55" (140cm)	46" (117cm)	42" (106cm)	37" (94cm)	32" (81cm)
	Aspect Ratio	16:9				
	Resolution	1920 x 1080				
	Brightness	450 cd/m ²	450 cd/m ²	550 cd/m ²	500 cd/m ²	450 cd/m ²
	Contrast Ratio - Static	5000:1	4000:1	1400:1	1400:1	1000:1
	Contrast Ratio - Dynamic	100,000:1	100,000:1	100,000:1	100,000:1	100,000:1
	Response Time	6 ms	6 ms	5 ms	5 ms	5 ms
	Refresh Rate	100Hz	100Hz	100Hz	100Hz	50Hz
	Viewing Angle	H / V 178°				
Screen Modes	Auto / Full / 16:9 / Subtitle / 14:9 / 14:9 Zoom / 4:3 / Panoramic / Cinema					
Formats supported	480i, 480p, 576i, 576p, 720p, 1080i, 1080p 24/50/60					
TV / Video	Sound	Hi Fi Stereo (German & NICAM), SRS TruSurround HD Supports MP3, MPEG2, AAC, HE-AAC, DD, DD+ formats 2 driver speaker system, 5-band equaliser				
	Audio Power Output	2 x 12 watt	2 x 8 watt	2 x 8 watt	2 x 8 watt	2 x 6 watt
	Connections	3 x HDMI, with HDCP (up to 1080p 24/50/60Hz) 1 x Component video / Audio (RCA) up to 1080p 50/60Hz 2 x SCART (Composite video / S-Video / RGB* / Audio) *SCART 1 only 1 x 15 pin D-Sub (RGB) PC resolution up to 1360 x 768 @ 60Hz				
	AV input - Side	1 x HDMI, with HDCP 1 x Composite video & Stereo Audio (via supplied adaptor) 1 x USB 2.0 (MP3, WAV, AIFF, JPEG, MP4, AVI, MKV) 1 x Headphone output (3.5mm)				
	AV output	1 x Coaxial digital audio (RCA)				
Control	IR Control	Discrete Hex code Operation				
	RS232 Control	Via SCART (via optional adaptor)				
Miscellaneous	Tuner - Digital	HDTV digital tuner (MPEG4 - H.264)				
	Tuner - Analogue	PAL / SECAM B/G D/K K' I/I' L/L'				
	Remote Control	Infrared (51 key), with transport controls				
	EPG	Including Now & Next				
	On Screen Display	English, D,F,DK,SF,N,S,HR,CZ,NL,GR,BG,H,I,PL,P,RO,RUS,SK,SLO,E,TR				
Wall mount	400 x 400 VESA	400 x 400 VESA	200 x 200 VESA	200 x 200 VESA	200 x 100 VESA	
Finish	Black Aluminium	Black High Gloss *	Black High Gloss *	Black High Gloss *	Black High Gloss *	
Dimensions - Including stand (W x H x D)		1307 x 820 x 330mm	1113 x 734 x 221mm	1018 x 678 x 219mm	899 x 605 x 220mm	783 x 540 x 202mm
	- Excluding stand (W x H x D)	1307 x 779 x 40mm	1113 x 699 x 38mm	1018 x 640 x 38mm	899 x 573 x 38mm	783 x 498 x 38mm
Weight - Including stand		31.5 kg	17.7 kg	19.0 kg	14.0 kg	10.1 kg
	- Excluding stand	26.8 kg	16.5 kg	18.0 kg	12.4 kg	9.7 kg
	- Packed weight	42.0 kg	25.0 kg	23.5 kg	16.5 kg	11.0 kg
Energy Rating	7.0 Stars	6.0 Stars	5.5 Stars	5.0 Stars	4.0 Stars	

NOTES

1. * White High Gloss due in Q3 2011.
2. Specifications subject to change without prior notice.

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