



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. The story begins in 1880 when a German technician, inventor and industrialist, Carl Lorenz established a telegraph construction company in Berlin. In 1923 this company first entered the home entertainment field when it began producing radios. 17 years later Lorenz AG purchased the Schaub company, a rival radio manufacturer founded in 1921. At the Dusseldorf Radio Exhibition in 1952, the first Lorenz television was presented. However it was in 1955 that the brand Schaub Lorenz was first launched formally combining the name of both companies. By 1967 it had become Germany's largest producer of portable radios.

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

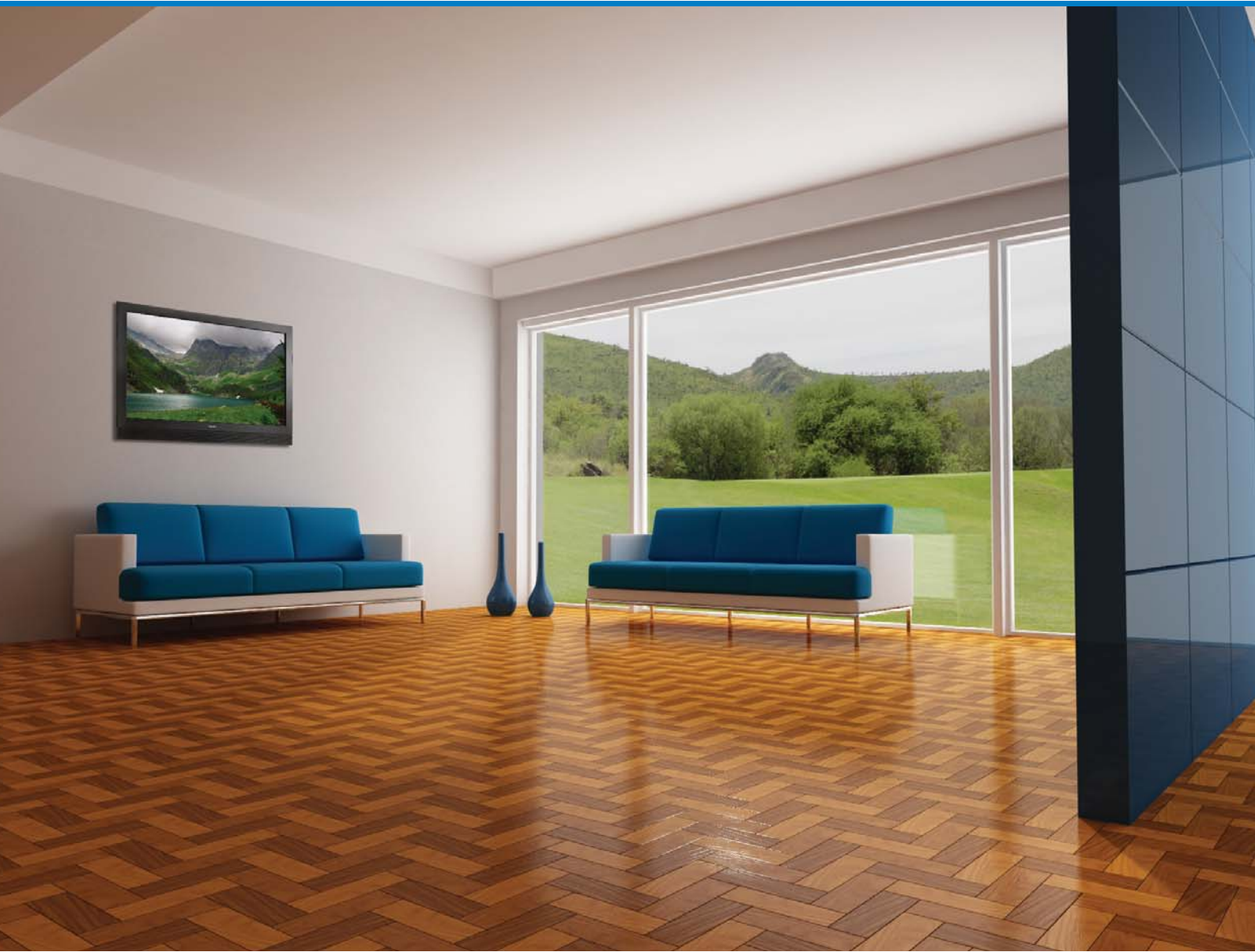
There is therefore an extensive network of Schaub Lorenz service agents provided throughout both Australia and New Zealand, a comprehensive spare-parts inventory, and prompt dispatch on demand. We also provide a 3 Year Warranty to registered owners.



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.





Featured Television: SL52-4 FHD-100 in black

“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.

The Perfect 10...

Some LCD features are almost standard but there are certain other desirable attributes that very few will offer. MPEG4 tuning for example, a feature found on premium European televisions is not normally encountered at lower price levels.

	LG	Samsung	Sharp	Toshiba	Sony	Teac	Celestial	Hi Sense	Schaub Lorenz
1 Full HD 1080p	✓	✓	✓	✓	✓			✓	✓
2 Full HD Tuning	✓	✓	✓	✓	✓	✓	✓	✓	✓
3 MPEG 4 Tuning									✓
4 100Hz - 42" and above		✓	✓	✓	✓		✓	✓	✓
5 Individual Input Optimisation									✓
6 PC Connectivity	✓	✓	✓	✓	✓	✓	✓	✓	✓
7 Home Theatre Friendly - co-ax and optical digital out									✓
8 USB Photo Input	✓	✓	✓	✓	✓	✓	✓		✓
9 Manufactured to ISO 9001 Quality Assurance Standards	✓	✓	✓	✓	✓	?	?	?	✓
10 Superior Warranty up to 3 years	✓		✓					✓	✓

Comparison via internet research at time of artwork preparation only and subject to change.

The basic technicalities that matter

Full HD

To deliver a flawless full HD viewing experience a television must have 1920 x 1080 pixels and full 1080p chipset. All Schaub Lorenz televisions now meet this specification, even the 32 inch model. All the larger models, 42 inch and above are also equipped with 100Hz circuitry for improved motion control. Such specifications are not that rare these days but offer a considerable improvement over earlier plasma and LCD performance. The difference between a Schaub Lorenz TV of today and an early plasma is startling.

The rarer technicalities that matter

MPEG 4

MPEG4 allows you to face the future with confidence. MPEG4 is a vastly improved compression standard over MPEG2 and has already been accepted as the new manufacturing norm throughout Europe. Generations more advanced, MPEG4 is intended as a single standard platform where different technologies can readily talk to each other. Blu-ray players are already MPEG4 compliant as are the latest and greatest cameras and video games. Allowing more information in less bandwidth, MPEG4 is what holds the key to HD streaming on the internet. It also means that more channels, higher definition material or both can be broadcast from the same spectrum. If you don't have MPEG4 it means at some time in the future you may be denied access to certain content that is broadcast using this codec. We therefore think it's a "must have" feature.

Individual Input Optimisation

In order to maximise its entertainment value, a television of today is used in conjunction with a number of other source devices. These might include a DVD or Blu-ray player, a Pay TV box, a PVR or DVD recorder, several video game consoles, a computer, and even an old VCR. Individual Input Optimisation is a comparatively rare feature, but one that makes a lot of sense if you're shopping at an outlet as knowledgeable as an AV specialist. Why? It is a feature that allows each input you add to be adjusted for optimum playback performance. Each component can therefore be expertly tailored to look at its best.

Optimal Home Theatre Integration

Again in order to maximize its entertainment value, a television of today is best integrated with a separate sound system. No television in the world will sound as good as the kind of audio system a quality AV dealer will add to it. Unlike most brands of television, Schaub Lorenz recognizes this fact and provides you with both forms of digital audio connection found on high quality AV receivers. Your choice of sound system is therefore maximized



**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 LCD market is 14%.

What they have produced for Schaub Lorenz Australasia is a range of televisions independently specified for the region's 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.

SL52-4 FHD-100

52
INCH



SL46-4 FHD-100

46
INCH



SL42-4 FHD-100

42
INCH



SL32-4 FHD

32
INCH





Featured Television: SL 32-4 FHD in white

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



SL 52-4 FHD-100 • 100Hz LCD HD Television

- 52" (132cm) 16:9 LCD HDTV television, with integrated HD & analogue tuners, 4 x HDMI input, 1080p capable. Native 1920 x 1080 panel resolution, for zero HD source-to-panel scaling artefacts.
- MPEG4 tuner is compatible with future potential changes to Australia's digital broadcast standard.
 - 16:9 widescreen screen format.
 - Multiple input connections, including 4 x HDMI with HDCP.
 - 100Hz technology eliminates motion judder effect, for smoother, sharper screen motion.
 - 3D comb filter for optimal image enhancement, Auto-cinema mode with 3:2/2:2 pull down, motion-adaptive deinterlacing.
 - 4 picture modes, including Custom mode.
 - 2 speaker audio system, with SRS TruSurround® & equaliser.
 - Sleep Timer; Child Lock.

LCD Panel	LCD TFT Panel	52 inches (132cm) diagonal
	Aspect Ratio	16:9
	Resolution	1920 x 1080
	Brightness	500 cd/m ²
	Contrast Ratio	4000:1 (100,000:1 Dynamic)
	Response Time	5 ms
	Viewing Angle	H / V 178°
	Screen Modes	16:9 / 4:3 / Panoramic / 14:9 / Cinema / Subtitle / Zoom
	Formats supported	480i, 480p, 576i, 576p, 720p, 1080i, 1080p 24/50/60
TV / Video	Sound	Hi Fi Stereo (German & NICAM), 3D Panorama mode
Connections	Audio (Speakers)	2 x 8 watt, 2 driver speaker system,
	AV input - Rear	4 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 1920 x 1200 @ 60Hz
	Control input - Rear	1 x RS-232 (activate by SW update Q4 2009)
	AV input - Side	1 x Composite video / Audio / Headphone (3.5mm)
		1 x USB (MP3 / JPEG)
	AV output	1 x stereo audio (RCA) 1 x subwoofer out (RCA) 1 x Coaxial digital audio 1 x Optical digital audio
Miscellaneous	Tuner - Digital	HDTV digital tuner (MPEG4 - H.264, main & high profile level 4.1)
	Tuner - Analogue	PAL / SECAM B/G D/K K' / I' / L' / L'
	Remote Control	Infrared (41 key)
	PIP	PIP & PAP, 4 positions
	Teletext	1000 page memory, Subtitles
	On Screen Display	English
	Options	Wall Mountable, VESA compliant
	Finish	Black
	Dimensions	1282 x 906 x 345 mm (W x H x D) including stand 1282 x 853 x 131 mm (W x H x D) excluding stand
	Packed Weight	42.0 kg including stand; 34.0 kg excluding stand
	Power Consumption	310W (<1W in standby)

SL 42-4 FHD-100 • 100Hz LCD HD Television

- 42" (106cm) 16:9 LCD HDTV television, with integrated HD & analogue tuners, 2 x HDMI input, 1080p capable. Native 1920 x 1080 panel resolution, for zero HD source-to-panel scaling artefacts.
- MPEG4 tuner is compatible with future potential changes to Australia's digital broadcast standard.
 - 16:9 widescreen screen format.
 - Multiple input connections, including 2 x HDMI with HDCP.
 - 100Hz technology eliminates motion judder effect, for smoother, sharper screen motion.
 - 3D comb filter for optimal image enhancement, Auto-cinema mode with 3:2/2:2 pull down, motion-adaptive deinterlacing.
 - 4 picture modes, including Custom mode.
 - 2 speaker audio system, with surround mode & equaliser.
 - Sleep Timer; Child Lock.

LCD Panel	LCD TFT Panel	42 inches (106cm) diagonal
	Aspect Ratio	16:9
	Resolution	1920 x 1080
	Brightness	500 cd/m ²
	Contrast Ratio	1300:1 (100,000:1 Dynamic)
	Response Time	6.5 ms
	Viewing Angle	H / V 178°
	Screen Modes	16:9 / 4:3 / Panoramic / 14:9 / Cinema / Subtitle / Zoom
	Formats supported	480i, 480p, 576i, 576p, 720p, 1080i, 1080p 24/50/60
Audio	Sound	Hi Fi Stereo (German & NICAM), 3D Panorama mode
Connections	Audio (Speakers)	2 x 8 watt, 2 driver speaker system,
	AV input - Rear	4 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 1920 x 1200 @ 60Hz
	Control input - Rear	1 x RS-232 (activate by SW update Q4 2009)
	AV input - Side	1 x Composite video / Audio / Headphone (3.5mm)
		1 x USB (MP3 / JPEG)
	AV output	1 x stereo audio (RCA) 1 x subwoofer out (RCA) 1 x Coaxial digital audio 1 x Optical digital audio
Miscellaneous	Tuner - Digital	HDTV digital tuner (MPEG4 - H.264, main & high profile level 4.1)
	Tuner - Analogue	PAL / SECAM B/G D/K, I, L
	Remote Control	Infrared (41 key)
	PIP	PIP & PAP, 4 positions
	Teletext	1000 page memory, Fasttext, Subtitles
	On Screen Display	English
	Options	Wall Mountable, VESA compliant
	Finish	Black or White
	Dimensions	1010 x 688 x 246 mm (W x H x D) including stand 1010 x 650 x 98 mm (W x H x D) excluding stand
	Packed Weight	18.8 kg including stand; 18.0 kg excluding stand
	Power Consumption	Max. 210W (<1W in standby)

Specifications subject to change without prior notice. **Please note a few early 42 inch arrivals may only have 2 x HDMI inputs. Check with your dealer.

SL46-4 FHD-100 • 100Hz LCD HD Television

- 46" (117cm) 16:9 LCD HDTV television, with integrated HD & analogue tuners, 4 x HDMI input, 1080p capable. Native 1920 x 1080 panel resolution, for zero HD source-to-panel scaling artefacts.
- MPEG4 tuner is compatible with future potential changes to Australia's digital broadcast standard.
 - 16:9 widescreen screen format.
 - Multiple input connections, including 4 x HDMI with HDCP.
 - 100Hz technology eliminates motion judder effect, for smoother, sharper screen motion.
 - 3D comb filter for optimal image enhancement, Auto-cinema mode with 3:2/2:2 pull down, motion-adaptive deinterlacing.
 - 4 picture modes, including Custom mode.
 - 2 speaker audio system, with SRS TruSurround® & equaliser.
 - Sleep Timer; Child Lock.

LCD Panel	LCD TFT Panel	46 inches (117cm) diagonal
	Aspect Ratio	16:9
	Resolution	1920 x 1080
	Brightness	500 cd/m ²
	Contrast Ratio	4000:1 (100,000:1 Dynamic)
	Response Time	5 ms
	Viewing Angle	H / V 178°
	Screen Modes	16:9 / 4:3 / Panoramic / 14:9 / Cinema / Subtitle / Zoom
	Formats supported	480i, 480p, 576i, 576p, 720p, 1080i, 1080p 24/50/60
TV / Video	Sound	Hi Fi Stereo (German & NICAM), 3D Panorama mode
Connections	Audio (Speakers)	2 x 8 watt, 2 driver speaker system,
	AV input - Rear	4 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 1920 x 1200 @ 60Hz
	Control input - Rear	1 x RS-232 (activate by SW update Q4 2009)
	AV input - Side	1 x Composite video / Audio / Headphone (3.5mm)
		1 x USB (MP3 / JPEG)
	AV output	1 x stereo audio (RCA) 1 x subwoofer out (RCA) 1 x Coaxial digital audio 1 x Optical digital audio
Miscellaneous	Tuner - Digital	HDTV digital tuner (MPEG4 - H.264, main & high profile level 4.1)
	Tuner - Analogue	PAL / SECAM B/G D/K K' / I' / L' / L'
	Remote Control	Infrared (41 key)
	PIP	PIP & PAP, 4 positions
	Teletext	1000 page memory, Subtitles
	On Screen Display	English
	Options	Wall Mountable, VESA compliant
	Finish	Black
	Dimensions	1145 x 823 x 345 mm (W x H x D) including stand 1145 x 769 x 126 mm (W x H x D) excluding stand
	Packed Weight	40.5 kg including stand; 32.3 kg excluding stand
	Power Consumption	250W (<1W in standby)

SL32-4 FHD • LCD HD Television

- 32" (81cm) 16:9 LCD HDTV television, with integrated HD & analogue tuners, 4 x HDMI input, 1080p capable. Native 1920 x 1080 panel resolution, for zero HD source-to-panel scaling artefacts.
- MPEG4 tuner is compatible with future potential changes to Australia's digital broadcast standard.
 - 16:9 widescreen screen format.
 - Multiple input connections, including 4 x HDMI with HDCP.
 - Pixellence picture processing for contrast, sharpness and colour enhancement, plus skin tone correction.
 - 3D comb filter for optimal image enhancement, Auto-cinema mode with 3:2/2:2 pull down, motion-adaptive deinterlacing.
 - 4 picture modes, including Custom mode.
 - 2 speaker audio system, with SRS TruSurround® XT & equaliser.
 - Sleep timer; Child Lock.

LCD Panel	LCD TFT Panel	32 inches (81cm) diagonal
	Aspect Ratio	16:9
	Resolution	1920 x 1080
	Brightness	500 cd/m ²
	Contrast Ratio	1300:1 (100,000:1 Dynamic)
	Response Time	6.5 ms
	Viewing Angle	H / V 178°
	Screen Modes	16:9 / 4:3 / Panoramic / 14:9 / Cinema / Subtitle / Zoom
	Formats supported	480i, 480p, 576i, 576p, 720p, 1080i, 1080p 24/50/60
Audio	Sound	Hi Fi Stereo (German & NICAM), 3D Panorama mode
Connections	Audio (Speakers)	2 x 8 watt, 2 driver speaker system, inc SRS TruSurround® XT
	AV input - Rear	4 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 1920 x 1200 @ 60Hz
	Control input - Rear	1 x RS-232 (activate by SW update Q4 2009)
	AV input - Side	1 x Composite video / Audio / Headphone (3.5mm)
		1 x USB (MP3 / JPEG)
	AV output	1 x stereo audio (RCA) 1 x subwoofer out (RCA) 1 x Coaxial digital audio 1 x Optical digital audio
Miscellaneous	Tuner - Digital	HDTV digital tuner (MPEG4 - H.264, main & high profile level 4.1)
	Tuner - Analogue	PAL / SECAM B/G D/K K' / I' / L' / L'
	Remote Control	Infrared (41 key)
	PIP	PIP & PAP, 4 positions
	Teletext	1000 page memory, Subtitles
	On Screen Display	English
	Options	Wall Mountable, VESA compliant
	Finish	Black or White
	Dimensions	776 x 567 x 212 mm (W x H x D) including stand 776 x 524 x 94 mm (W x H x D) excluding stand
	Packed Weight	12.3 kg including stand; 11.6 kg excluding stand
	Power Consumption	Max. 150W (1W in standby)

SCHAUB LORENZ
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