

# Press information

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## **New: LEICA D-LUX – fast lens meets elegant camera design**

Leica Camera AG, Wetzlar, presents a new model in the Leica D-Lux line. The high-performance Leica D-Lux compact camera features a fast Leica DC Vario-Summilux 10.9–34 mm f/1.7–2.8 ASPH. zoom lens with a very fast initial aperture and an extremely practical zoom range equivalent to 24 to 75 mm in 35 mm format. In comparison to the previous model, it offers a larger Four Thirds sensor that, in combination with its lens ensures superior picture quality in all shooting situations. The familiar, extensive package of features, with automatic mode, manual setting options and improved video capability, now includes an integrated electronic viewfinder with 2.8 MP resolution and a Wi-Fi module. Together with its intuitive handling concept, the Leica D-Lux in classically elegant camera design is an ideal companion for capturing unique moments in pictures of impressive quality with a high level of creative freedom.

The Leica DC Vario-Summilux 10.9–34 mm f/1.7–2.8 ASPH. zoom lens of the Leica D-Lux is perfectly matched to the camera's large sensor. With an impressive maximum ISO sensitivity of 25600, the D-Lux guarantees pictures with natural colours and exceptional quality above all when used for available-light photography. In addition to this, its versatile zoom lens makes it an ideal camera for almost all genres of photography – from portraits to landscapes, architecture to macro, and reportage photography, the classical domain of Leica cameras.

The camera's video capability adds even greater versatility and allows the recording of moving pictures in 4K, the high-definition, digital video format with four times higher resolution than full HD.

The Leica D-Lux is also the first camera of the D-Lux line to offer an integrated Wi-Fi module that allows remote control of the camera from a smartphone or tablet – a particularly useful

feature, for example, for shots with the self-timer function. The Leica Image Shuttle app required for this function can be downloaded free of charge and installed on iOS or Android devices. The camera can also transfer still pictures and videos via a WLAN connection. An integrated NFC (Near Field Communication) module quickly and easily sets up a Wi-Fi connection with an NFC-compatible smartphone when the phone is held close to the camera.

The Leica D-Lux is distinguished by classically elegant, timelessly beautiful design with particular attention to simple and intuitive handling. As the prime consideration is always the picture, and distractions must be kept to a minimum, the change between automatic and manual modes is also particularly simple. The sharp, high-contrast image in the camera's integrated electronic viewfinder displays the same exposure settings as shown on the monitor screen and ensures that the ideal composition of every subject is quickly found. Pictures can be viewed directly and reliably assessed on the high-resolution 3" LCD monitor screen – even in bright sunlight.

An extensive range of technical equipment and premium bags and cases is also available for the Leica D-Lux: for example, a leather case, a leather protector and the Leica Twist D-Lux (visit [www.leica-camera.com](http://www.leica-camera.com) for more information).

The Leica D-Lux will be available from authorised Leica dealers from November 2014. The camera comes complete with a Leica CF D flash unit. The camera package also includes Adobe® Photoshop® Lightroom®, the professional workflow solution for still picture and video processing, available as a free download after product registration.

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