



Leica Camera AG

Information No. 14 | 2016

End of Embargo Date: April 28, 2016 - 3:00 P.M. (CET)



PLEASE NOTE:

In the context of the Leica M-D (Typ 262) Leica Camera intends to make available to you information that shall be kept confidential. Irrespective of their legal protectability all information made available in the course of the Leica M-D (Typ 262) by Leica Camera to you, in written, oral, electronic or in any other form, as well as all information resulting from the Leica M-D (Typ 262), in particular information on details of the Project, constitute “Confidential Information”.



Information 14 | 2016

Dear Ladies and Gentlemen,

today, we are pleased to announce a new member of our M-System family:

► **Leica M-D (Typ 262)**

Please be informed that the **communication to our end customers will start on April 28, 2016 , 3:00 p.m. CET.**, telling that from this date on the products will be available worldwide.

Please inform your local Stores, Boutiques and Dealers not before April, 21.

We are looking forward to receive your orders and wish you continuing success.

Kind regards,
Leica Camera AG


i.A. Jesko von Oeynhausen
Product Management M-System


i.A. Alexandra Althof
Campaign Manager M-System



NEW LEICA M-D (TYP 262)



NEW LEICA M-D (TYP 262)



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The **NEW** Leica M-D Camera at a glance

- ▶ The new Leica M-D (Typ 262) is an **additional M camera variation** dedicated to the essence of M: Rangefinder photography. **Without display.**
- ▶ Full mechanic control of all photographic relevant thanks to the **ISO speed dial**
- ▶ **Genuine, quality full-grain cowhide leather camera strap included**
- ▶ Brass top cover, **black paint finish**
- ▶ **24 MP-Still-CMOS sensor**
- ▶ Leica **Maestro processor**
- ▶ **ISO values of up to 6,400**
- ▶ **Made in Germany**





Puristic orientation - reduced to the essential



- ▶ The Leica M-D (Typ 262) has everything a camera needs: setting options for ISO values, apertures and shutter speeds. And nothing more. Just uncompromising consistency.



Less technology, more creative freedom

- ▶ In the case of the Leica M-D, the realisation of the purist concept consciously omits additional functions such as Live View or Video. All of which allow photographers to concentrate on what's essential: the subject.
- ▶ The Leica M-D concentrates attention entirely on composition. It consistently shifts the focus to the creative aspects of each subject – less technology for more creativity.





Unique

- ▶ Purism also characterises its design: by the omission of the Leica red dot logo, the lack of a monitor screen and menu controls, and the typical step at the end of the top plate, the Leica M-D embodies the essence of rangefinder photography.





Absolute Discretion

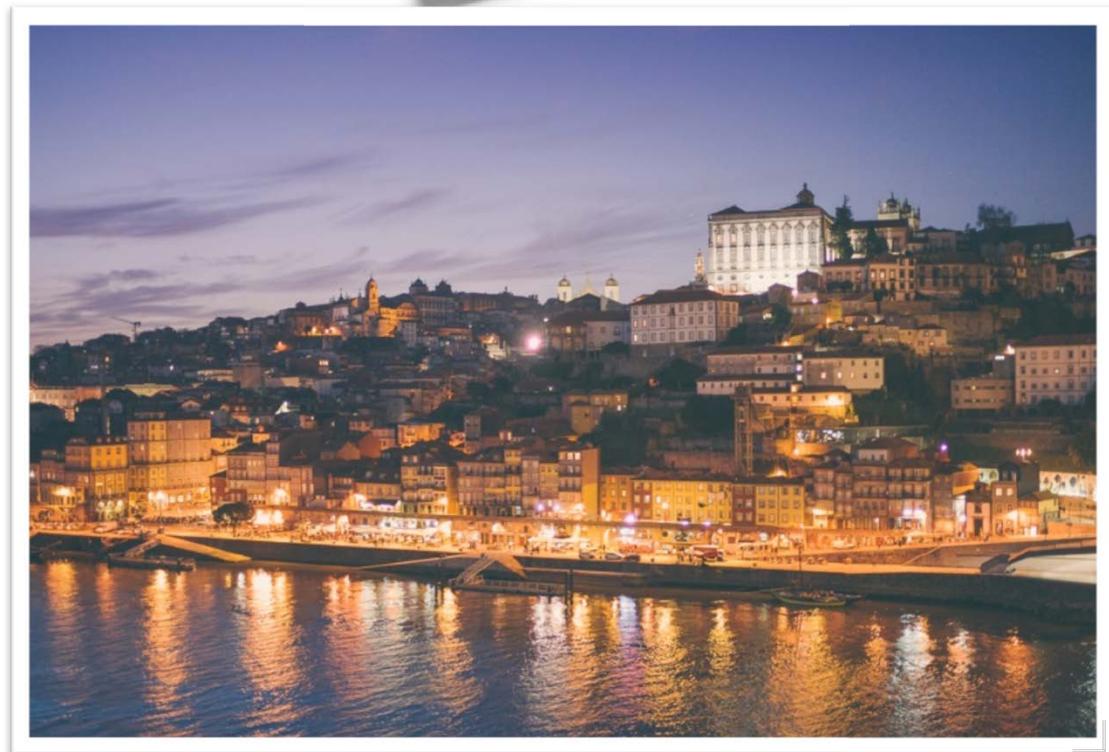


- ▶ The Leica M-D features an almost silent shutter that enables exceptionally discreet photography. This is due to a shutter cocking system that is considerably quieter in single exposure mode than that of the M (Typ 240) and enables a shutter release frequency of up to two frames per second. In continuous mode, the M-D has the same sequential shooting speed as its sister model and shoots up to three frames per second.



24MP-CMOS-full-frame sensor and ISO up to 6,400

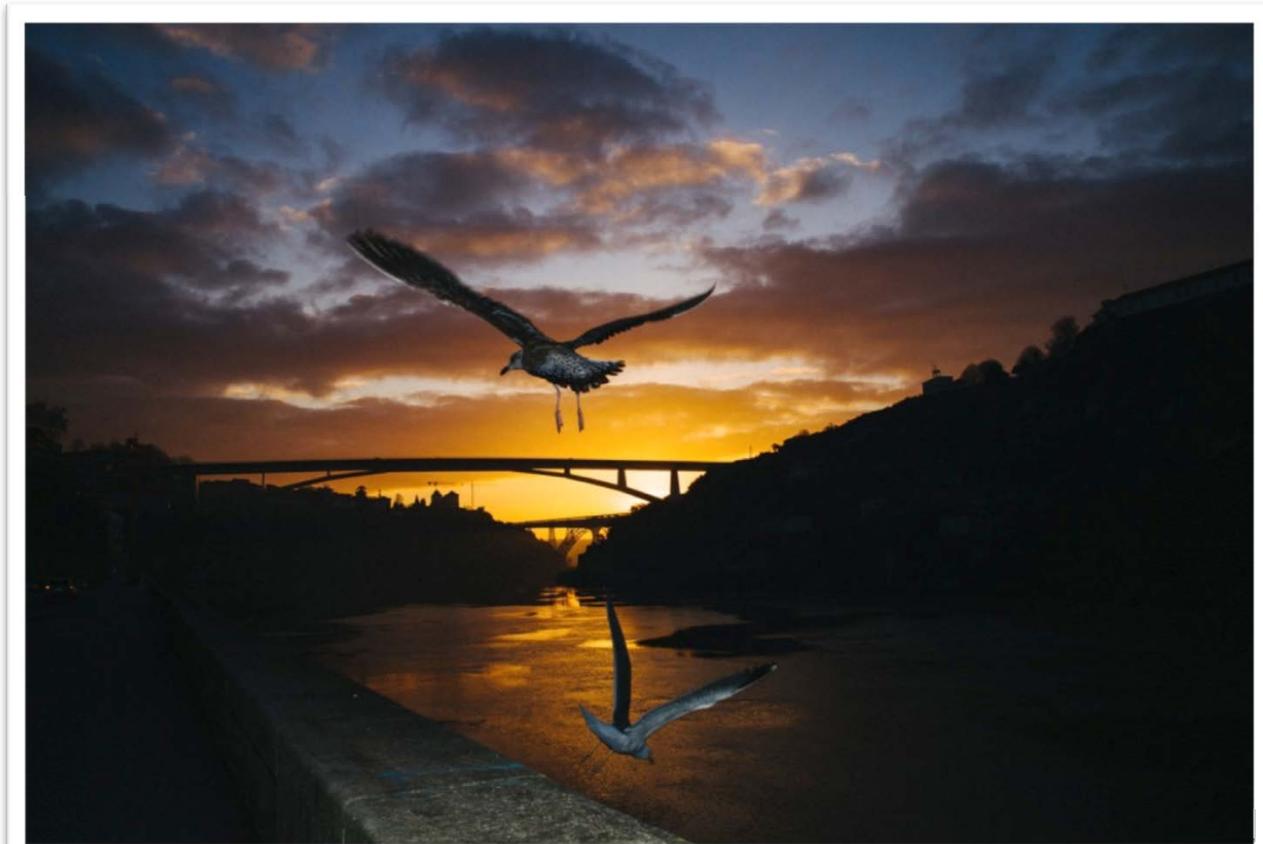
- ▶ Just like all other digital M-Cameras, the Leica M-D (Typ 262) captures images with a high-resolution CMOS full-frame sensor.
- ▶ Its 24-megapixel resolution ensures exceptional imaging quality and extreme sensitivity – with ISO values of up to 6,400.
- ▶ This makes the Leica M-D (Typ 262) the ideal camera, particularly for shooting in low light.





Leica Maestro Processor guarantees readiness to shoot

- ▶ The resulting images are characterised by outstanding contrast, exceptional detail resolution and low image noise. At the same time, the camera's Maestro processor guarantees fast processing of captured images and immediate readiness to shoot.

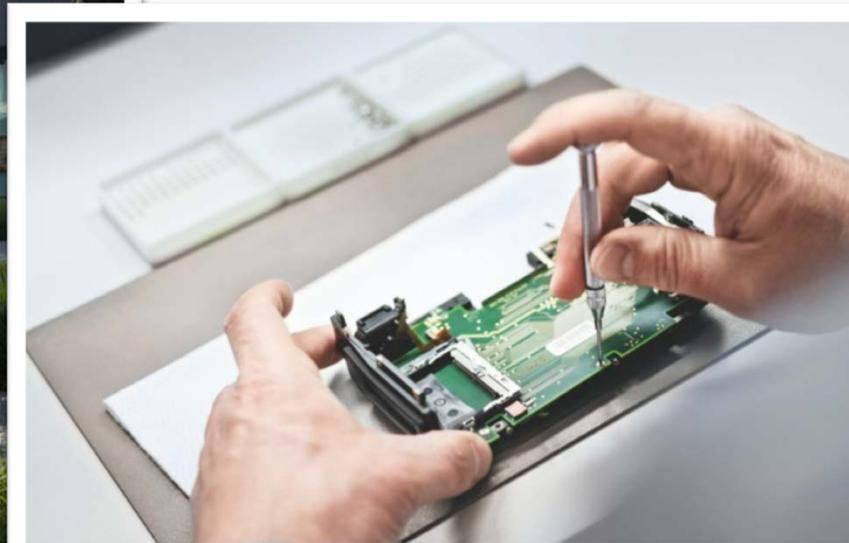




Made in Germany



- ▶ Leica is German engineering at its best.
- ▶ The new Leica M-D (Typ 262) is made in Germany.





Comparison to sister models

	LEICA M (TYP 262)	LEICA M (TYP 240)	LEICA M-D (TYP 262)
SENSOR	24MP-Still-CMOS	24MP-CMOS	24MP-CMOS
PROCESSOR	Leica Maestro	Leica Maestro	Leica Maestro
MEMORY BUFFER	1GB	1GB	1GB
MONITOR	3" (921.600 pixel) Gorilla Glass	3" (921.600 pixel) Gorilla Glass	non existent
ISO	up to 6,400	up to 6,400	up to 6,400
VIDEO	no	yes	no
EVF	no	yes	no
LIVE-VIEW	no	yes	no
WEIGHT incl. Battery	600g	690g	690g
RSP in Germany	EUR 5.500	EUR 6.520	EUR 5.950



At a glance: Commercial Data

PRODUCT DESCRIPTION

- ▶ **LEICA M-D (Typ 262)**
- ▶ Dedicated to the essence of M: Without display.
- ▶ Full mechanic control thanks to the ISO speed dial
- ▶ Genuine, quality full-grain cowhide leather strap included
- ▶ Brass top cover, black paint finish
- ▶ Made in Germany

COMMERCIAL DATA

Embargo date: April 28, 2016
Sales start: April 28, 2016
Lifecycle Quantity: not limited
Order Number: **10945**

EAN-Code: **4022243109452**
Packaging: 220x195x185 mm
Packaging Weight: **2.550 g / 90 oz**

Accessories:
Please see next slide.

PRICING

RSP in Germany
(incl. VAT)

EUR 5.950

Scope of Delivery:
Battery, Charger with power cables for EU and USA (different in some export markets), 12V charging cable, Carrying strap, Accessory port cover, Body cap



Leica digital M-System: Accessories & Equipment

Status: April 2016

Pictures may differ from original product



LEICA M-D (TYP 262)
Black paint finish 10 945



LEICA M (TYP 262)
Black anodized finish 10 947



LEICA M (TYP 240)
Silver chrome finish 10 771
Black paint finish 10 770



LEICA M-P (TYP 240)
Silver chrome finish 10 772
Black paint finish 10 773



LEICA M MONOCHROM (TYP 246)
Black chrome finish 10 930



PROTECTOR
Leather, black 14 886, leather, cognac 14 887



EVER-READY CASE
Short front section: black 14 888, cognac 14 890
Long front section: black 14 889, cognac 14 891



MICROPHONE ADAPTER SET
14 634



T2-ADAPTER M
Black anodized 42 334



R-ADAPTER M
Black anodized 14 642



MULTIFUNCTIONAL HANDGRIP WITH FINGERLOOP
Multifunctional Handgrip M 14 495
Fingerloops S 14 646, M 14 647, L 14 648



VISOFLEX ELECTRONIC VIEWFINDER (EVF2) 18 753



FLASH SF 64 14 623, **SF 40** 14 624



FLASH SF 26 14 622



BATTERY AND CHARGER
Charger 14 494
Battery BC-SCL2 14 499



REMOTE CABLE RELEASE 14 076



SCA ADAPTER SET FOR MULTIFUNCTIONAL HANDGRIP 14 498



AC-ADAPTER FOR MULTIFUNCTIONAL HANDGRIP 14 497



NEOPRENE CASE
Short front section 14 867
Long front section 14 868



SCREEN PROTECTION FILM* 14 675



HANDGRIP AND FINGERLOOPS
Handgrip M 14 496
Fingerloops S 14 646, M 14 647, L 14 648



UNIVERSAL WIDE-ANGLE VIEWFINDER 12 011



ANGLE FINDER 12 531



BRIGHT-LINE VIEWFINDER
18 mm, black paint 12 022
18 mm, silver chrome 12 023
21 mm, black paint 12 024
21 mm, silver chrome 12 025
24 mm, black paint 12 026
24 mm, silver chrome 12 027



VIEWFINDER MAGNIFIER
1,25x 12 004
1,4x 12 006



CORRECTION LENSES
+0,5 14 350, +1,0 14 351,
+1,5 14 352, +2,0 14 353,
+3,0 14 354, -0,5 14 355,
-1,0 14 356, -1,5 14 357,
-2,0 14 358, -3,0 14 359

* does not fit for Leica M-D (Typ 262)



COMMUNICATION

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Communication Messages

- ▶ Since the launch of the rangefinder system in 1954, Leica M cameras have been valued by many photographers as the perfect tool for capturing the fascination of a moment discreetly, quietly and without perceptible delay.
- ▶ Leica – no other camera manufacturer is as dedicated to concentration on essentials. ‘Das Wesentliche’ – the culmination of this guiding principle is the Leica M-D (Typ 262): a camera that offers photography in its most consistent form. A camera that offers no more and no less than the essential parameters necessary to photography.
- ▶ Nevertheless, the new M-D simultaneously represents the state-of-the-art of digital rangefinder photography. The consequence is maximized simplicity. Photographers taking the Leica M-D in the hand for the first time know intuitively how it is used. With the conscious omission of the technically possible and all additional features, it provides more freedom to concentrate on the creative aspects of each subject.
- ▶ The perfect interaction between the high-resolution full-frame CMOS sensor and the legendary Leica M-Lenses guarantees images of incomparable quality – even in low light.
- ▶ Featured with a 24MP-CMOS- sensor, the proven Leica rangefinder system combined with high-quality Leica lenses, results into outstanding images with no comparison.
- ▶ Made in Germany.



Communication Strategy

OVERALL

- ▶ General strong focus on Online & Multimedia Communication
(Website, Social Media, Blog, E-Mailing, etc.)
- ▶ In parallel focus on Public Relations

POST-LAUNCH

- ▶ Continuously Show in Online, Multimedia Communication and Social Media



Communication Mix

TOOLS	DETAILS	AVAILABILITY
PRODUCT IMAGES	2 longshots, 2 close-up's, 5 analytical Shots, M-Family-Shot, 2 Ambient Shots	NOW
ONLINE & MULTIMEDIA COMMUNICATION	Website, Launch E-Mailing	April, 28
SOCIAL MEDIA	communication integrated in bi-weekly editorial schedule	April, 15
SOCIAL MEDIA: INFLUENCER ACTIVATION	#LeicaMD posts on influencer social channels	April, 28
LEICA BLOG	Featuring the trip to Porto, integrated video documentary	April, 28
VIDEO DOCUMENTARY	2 videos which document the photo shooting in Porto	April, 28
PRESS RELEASE	in German, English, French	NOW
PRINT ADVERTISEMENT TEMPLATES	1 visual in 1/1 format and dealer Ad in 4 languages	April, 28



Product Shot available now at www.extranet-leica-camera.com





Product Shot available now at www.extranet-leica-camera.com





Close Up's available now at www.extranet-leica-camera.com





Analytical Product Images
available now at www.extranet-leica-camera.com





Ambient Shots available now at www.extranet-leica-camera.com





M-Family Shot available now at www.extranet-leica-camera.com

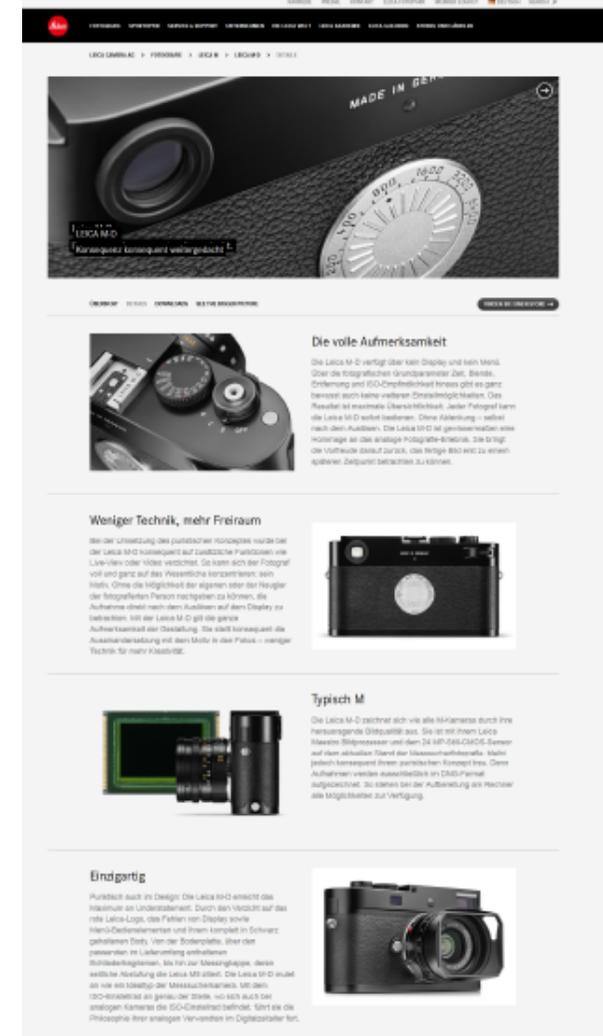


► Leica M-System Family-Shot: all 8 current M-Cameras at a glance.



Online & Multimedia Communication

- ▶ Social Media Toolkit for the subsidiaries including all relevant content to adapt texts and images for the local markets
- ▶ Cross-promotion of product on our social media channels
- ▶ Launch E-Mailing
 - ▶ Target Group: Photography newsletter recipients
 - ▶ Languages: UK, US, JP, IT, FR, DE
- ▶ Website: Window-Teaser & product site





Social Media: Influencer Activation

Will take place starting April, 28 at Facebook, Instagram

- ▶ 3 international influencers tested the Leica M-D and experienced the excitement of rangefinder photography.
- ▶ Took place in world heritage city of Porto which is like an open-air museum – not one of monuments and art, but one especially dedicated to people and traditions.
- ▶ We show excitement and handcraft of oldschool-photography (analog-like) combined with a state-of-the-art device and three different artistic approaches
- ▶ Influencers output is shared on their channels, regrams and shares on Leica channels are welcome



<https://www.facebook.com/Street-Photography-by-Rui-Palha-159632290717501/>

<https://www.instagram.com/ruipalha/>



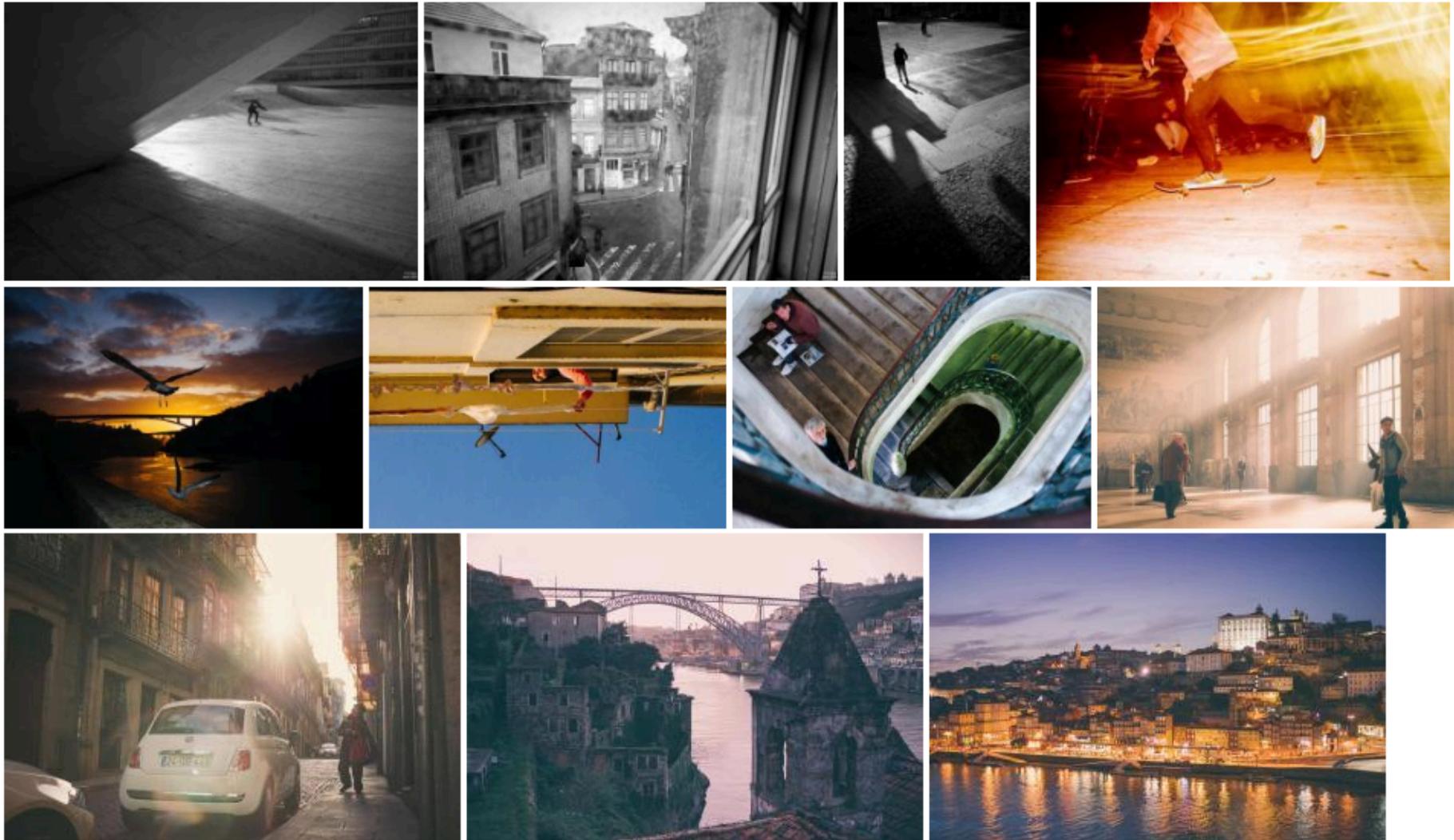
https://www.instagram.com/nikk_la/



https://www.instagram.com/arnold_daniel/



Photos from the shooting in Porto



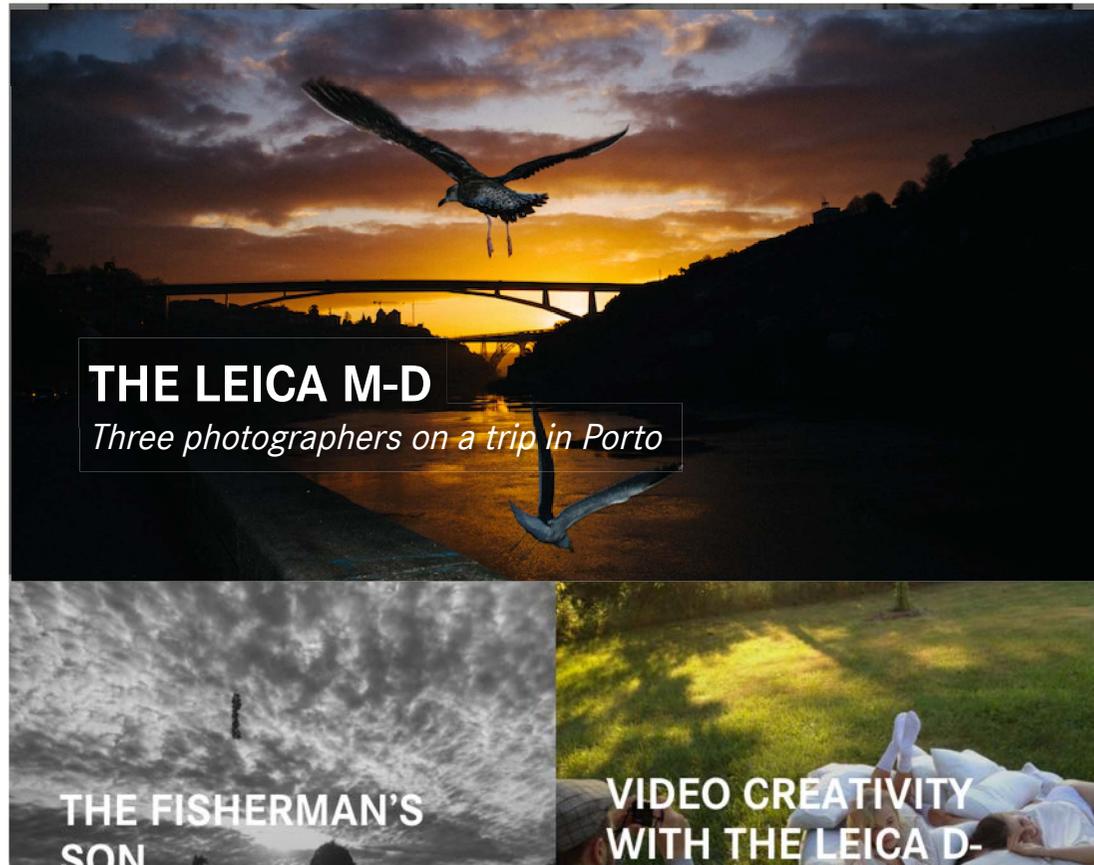


Leica Blog: will take place at April, 28



THE LEICA CAMERA BLOG

PHOTOGRAPHERS STORIES MADE WITH





Video documentary of Influencer Activation Available April 28 at extranet, social, vimeo

- ▶ Video documentary and blog interviews features trip
- ▶ comprehensive 8 minute documentary focusing on the three different photographers, their artistic approach and their experiences with the Leica M-D during the trip in Porto.
 - ▶ will be used on the blog, website and vimeo.
- ▶ 60-90 seconds teaser with focus on the camera
 - ▶ for social media usage: Facebook, Twitter, Instagram





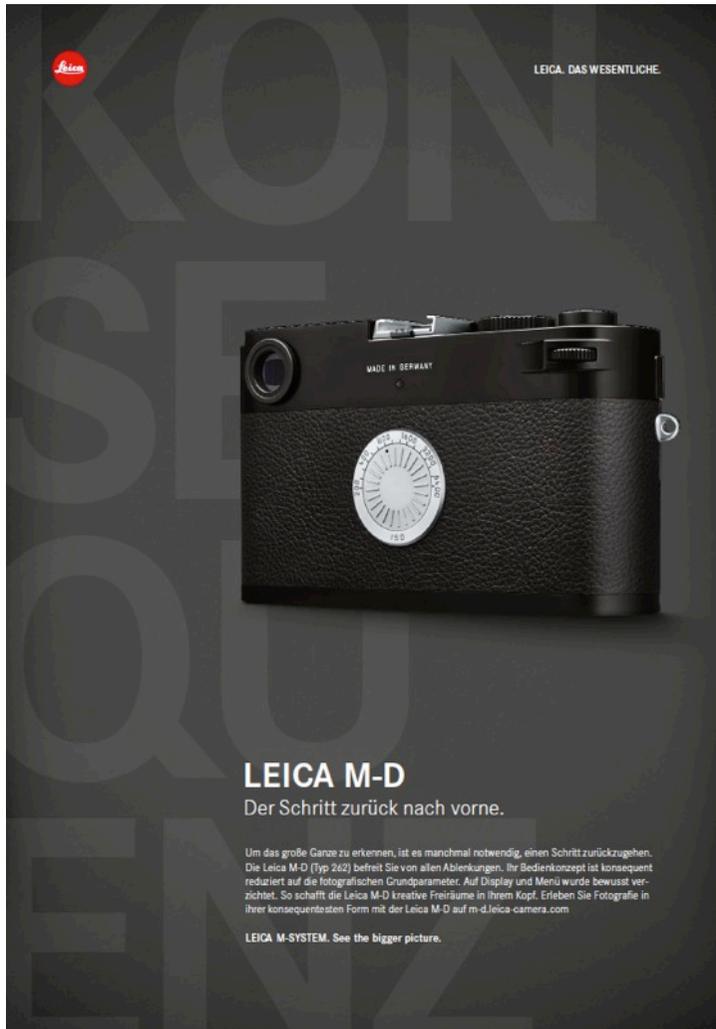
Press releases available now at www.extranet-leica-camera.com

- ▶ Available in German, English and French language
- ▶ Free for release on April, 28 2016 - 03:00pm CET

<p> Leica Camera AG / Oskar-Brenner-Strasse 11 / D-35045 Solms / www.leica-camera.com / info@leica-camera.com / Telefon +49(0)442 208-0 / Telefax +49(0)442 208-202 / AG mit Sitz in Solms / Amtsgericht Weimar HRB 164 / AG-Verwaltung: Dr. Andrea Kaufmann / Vorstand: Alfred König (Vorsitzender), Gerald Meiser (Mitv.), Markus Limberger</p> <p>Press information April 2014 / No. xx8/14</p> <p>Free for release after: 24 April 2014, 3 p.m. (CET)</p> <p>Photography in its purest form: the new LEICA T camera system</p> <p>Leica Camera AG presents a new camera system that unites the fine art of engineering and hand-crafted excellence with design and handling in an entirely new and innovative concept. From the initial idea through to the development process and in its final assembly, the focus of all disciplines involved was on one single thing – perfection. The outcome was the creation of the Leica T-System, a camera with an exquisite finish "made in Germany" that, together with a portfolio of precise, high-performance lenses, offers exceptional versatility and particularly intuitive handling. Unique in design and pared down to the essential functions, the new Leica T-System offers everything anyone could ever need for pure, creative photography and the best image quality.</p> <p>In collaboration with ALUZI Design, the typical design language of Leica cameras was revisited and reinterpreted. With its timeless and sleek design, the Leica T picks up the unmistakable attributes of Leica product design and develops them systematically – with clean lines, smooth surfaces and formal minimalism. One of the camera's outstanding features is its compact and solid body. This is manufactured with innovative precision techniques from a single block of aluminium at the Leica factory. The use of premium materials and their processing in an elaborate manufacturing process are unique in the history of camera construction and lend the Leica T an unmistakable look, feel and solidity. Its substantial weight and a newly developed operating concept underline its user-friendly handling and, together, these features ensure an incomparable photographic experience.</p> <p>Two lenses will initially be available for the market launch of the Leica T-System. The Leica Vario-Elmar-T 18-6 mm f/3.5-5.6 ASPH. is ideal for creative experimentation with various perspectives and focal lengths. For expansive landscapes, documentary pictures or portraits – whatever the genre, this standard zoom lens offers exceptional flexibility in every situation.</p> <p>Page 1 of 6 Publishing rights free of charge; please provide a specimen copy</p>	<p> Leica Camera AG / Oskar-Brenner-Strasse 11 / D-35045 Solms / www.leica-camera.com / info@leica-camera.com / Telefon +49(0)442 208-0 / Telefax +49(0)442 208-202 / AG mit Sitz in Solms / Amtsgericht Weimar HRB 164 / AG-Verwaltung: Dr. Andrea Kaufmann / Vorstand: Alfred König (Vorsitzender), Gerald Meiser (Mitv.), Markus Limberger</p> <p>With a focal length equivalent to 35 mm in full-frame format, the fast and compact Leica Summicron-T 23mm f/2 ASPH. offers a truly classic Leica focal length that is ideal for reportage photography. The Super-Vario-Elmar-T 11-23 mm f/3.5-4.5 ASPH. wide-angle zoom and the Vario-Elmar-T 55-135 mm f/3.5-4.5 ASPH. telephoto zoom are scheduled to appear in time for presentation at photokina 2014. Developed by Leica optical designers as precision tools, all Leica T lenses offer the exceptional imaging performance for which Leica lenses are famed.</p> <p>The combination of a newly designed high-performance processor and sensor ensures outstanding picture quality in every situation. The Leica T features a large, APS-C-format, CMOS image sensor with over 16.5 megapixels (effective 16.2 MP) that, due to its size, performance and imaging characteristics, represents the ideal solution in the compact class of the Leica T. It ensures brilliant pictures with outstanding contrast, finest detail resolution and natural colour rendition – even in unfavourable lighting conditions.</p> <p>Complementing the purist design of the camera, the operating concept of the Leica T is equally clear, simple and concentrated on relevant functions. At the heart of the concept is the clear design of the touchscreen display. It is generously dimensioned and generates a bright and clear image that allows precise and reliable assessment during image composition and in playback mode. Numerous functions in capture and playback mode can be controlled simply by touching the screen. The only other controls are four ergonomically positioned haptic control elements that are intuitive in their operation. This ensures that camera users can concentrate fully on composing their pictures – without any unnecessary distractions. The MyCamera menu of the Leica T offers even greater flexibility, even for spontaneous snapshot situations, and can be configured and programmed with settings to meet the user's own personal requirements. This means that the photographer always has fast access to the most frequently used features and presets.</p> <p>The Leica T is the first system camera from Leica to feature an integrated Wi-Fi module. Pictures and videos can be wirelessly transmitted straight from the camera to a smartphone, tablet or computer, and can then be shared by email, or on Facebook or other social media. A</p> <p>Page 2 of 6 Publishing rights free of charge; please provide a specimen copy</p>
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Print Advertisement Templates available on April, 28 at www.extranet-leica-camera.com



- ▶ Available in German, English, French and Italian language.
- ▶ Full page and dealer advertisement.



Many thanks for your attention.