



PRESS RELEASE

DJI joins the L-Mount Alliance.

Wetzlar, 15th June 2022. The L-Mount Alliance is growing. DJI is a market leading manufacturer of camera drones, gimbals, and cameras and now officially a new member of the L-Mount Alliance. DJI has partnered with Leica to introduce the exclusive Zenmuse X9 L-Mount Unit. This means that as of now, users of the modular DJI Ronin 4D System will be able to fit Leica, Panasonic, and Sigma L-Mount lenses onto their cameras and thus further extend their creative possibilities for high quality photo- and video productions.

“We are pleased to welcome DJI to the L-Mount Alliance as our new, renowned partner from the field of professional videography,” says Matthias Harsch, CEO of Leica Camera AG. Stephan Schulz, Head of Product Management Professional Camera Systems, adds: “Due to its innovative concepts, DJI represents an enriching addition to the alliance. This clearly underlines the relevance of the trendsetting L-Mount standard, that is now offering even more advantages for passionate and professional creatives.”

About the L-Mount Alliance

The members of the L-Mount Alliance all utilise the L-Mount Standard developed by Leica Camera AG for mirrorless camera systems. Currently, the members of the alliance are Leica Camera, SIGMA, Panasonic, Ernst Leitz Wetzlar GmbH and DJI. The partners in the alliance utilise the L-Mount Standard for cameras and lenses that are offered under their own brand names. They market their respective products as competitors, and each with their own product and marketing strategies. The alliance works together on advancing the technology of the L-Mount Standard.

Further information on the L-Mount Standard can be found at www.l-mount.com

About the L-Mount Standard

The L-Mount was developed by Leica Camera under the proviso of providing customers with a future-proof, flexible, robust, and precise bayonet mount that would fulfil even the most demanding photographic needs. Since its initial appearance in 2014 within the Leica T, development of the L-Mount was continued by Leica as well as by its strategic partners, which led to significant improvements and therefore an effectively new and more polished L-Mount technology.

To ensure maximum product diversity, the diameter of 51.6 millimetres was chosen to make the L-Mount suitable for use not only with full-frame cameras, but also on cameras with APSC sensors. The short register of only 20 millimetres enables a short distance between the lens and the sensor, which in turn enables considerably more compact construction – which is particularly helpful for developments in the wide-angle lens segment. To ensure resistance to even the most extreme stresses, and to guarantee customers maximum reliability in many years in intensive use, the camera bayonets are manufactured from wear-resistant stainless steel and with four flange segments that prevent canting and ensure particularly secure and precisely positioned lens attachment. The standardised L-Mount contact strip ensures trouble-free communication between the electronic components of the lens and the camera – including the possibility of installing future firmware updates for lenses to react to technological advances and exploit the full performance potentials of the lens.

Originally introduced by Leica Camera AG in 2014, the L-Mount is now available on 10 cameras and over 50 lenses across the existing alliance partners. All lenses made for the various systems can be used on all cameras without adapters and without any functional limitations – this illustrates only one of the numerous benefits the common bayonet brings for customers.

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own

national organisations and Leica Retail Stores.