



## PRESS RELEASE

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### **IFA 2022: Leica Camera AG revolutionises the future of television**

In an exceptionally puristic design, the first Leica laser TV combines brilliant picture quality in 4k resolution on 80- and 100-inch displays with an impressive Dolby Atmos surround sound and TV tuner, as well as intuitive smart TV operation and user-friendliness.

**Wetzlar, 1 September 2022.** Leica Camera AG enters the market for large-scale TV and home cinema products with its first laser TV, Leica Cine 1, and sets new standards for the future of television.

With its unique triple RGB laser technology, the Leica Cine 1 delivers particularly bright images and breathtaking colour rendition with a service life of over 25,000 hours. Its sophisticated Summicron lens with aspherical elements is manufactured in accordance with Leica standards and is precisely matched to the image size to ensure consistently high imaging performance. This is the first time that the unmistakable character and outstanding quality of a Leica image can be experienced on 80- or 100-inch displays in 4k quality in moving pictures. The outstanding picture is supported by an integrated, high-performance Dolby Atmos audio system for the perfect home cinema experience.

On top of that, connectivity is at the highest level: the integrated TV tuner including CI slot for pay TV channels provides linear TV enjoyment and the VIDAA smart TV launcher opens up the world of streaming entertainment for users. Hard drives or additional players such as Blu-ray players or game consoles can be connected via the built-in HDMI and USB inputs. The screen mirroring function rounds off the streaming experience. What's more, it's good for long, top-quality home cinema nights: the projected image of the Leica Cine 1 is considerably less fatiguing for the eyes than conventional TV displays.

In addition to its technical specifications, the Leica Cine 1 also impresses with regard to energy consumption and design. Short-range laser technology consumes significantly less energy than an OLED TV of a comparable size, and the typically puristic Leica design language is reflected in the durable, silver premium aluminium body with a slim automatic dust cover for optimum lens protection. Sophisticated and well-thought-out details such as perforated plates on the sides for better audio output and effective ventilation are not only the epitome of the high level of technical precision of the long-established Leica brand, but also underline the high standards of functionality and feel in the design of Leica products.

'In the future, optical expertise will become a key success factor in the TV market, the largest consumer electronics market in the world with over US\$100 billion in annual sales. I am therefore proud that, in cooperation with our strategic partner and on the basis of our world-leading optical expertise, we have succeeded in creating an extraordinary product with the Cine 1: 'Optical high-tech meets design.' With the Cine 1, consumers can experience cinematic pleasure in the comfort of their own homes at the highest audiovisual level – cinema is coming home,' says Matthias Harsch, CEO of Leica Camera AG.

The Leica Cine 1 will be available in Europe from Q2 2023.

## **About Leica Camera**

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, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.

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