



PRESS RELEASE

Leica V-Lux 5 Discovery Kit

The Ideal Travel Equipment for Photographing, Filming and Observing – Now with a Price Advantage

Wetzlar, 22nd November 2022. The possibilities with the Leica V-Lux 5 Discovery Kit are just as varied as the experiences, situations and requirements on trips and during outdoor activities. It comprises the superzoom camera Leica V-Lux 5 including the robust Leica Rope Strap designed by COOPH and the compact binoculars Leica Ultravid 8x20 BR. Thus, explorers are ideally equipped to travel light and still photograph, film and observe in outstanding quality. From 22nd November to 4th December 2022, Leica Camera AG will offer the V-Lux 5 Discovery Kit exclusively at the Leica Online Store with a price advantage of SGD\$350.00.

The Leica V-Lux 5 covers almost all distances with its DC Vario-Elmarit 9.1–146 f/2.8–4 ASPH. lens, because the enormous zoom range of 25 to 400 mm (equiv. in 35 mm format) enables wide-angle, standard, telephoto and macro shots. Thanks to a large 1-inch sensor, the high-end compact camera captures subjects brilliantly, richly detailed and in the highest resolution, even in poor ambient light, while the fast autofocus only needs up to 0.1 seconds to focus.

The Leica Ultravid 8x20 BR binoculars included in the Kit stand out due to high-contrast, razor-sharp and bright images and – despite their compactness – are in no way inferior to large binoculars. Moreover, they are easy to fold and can be stowed in your luggage or jacket pocket with minimum space requirements.

The Discovery Kit is completed by the robust blue Leica Rope Strap designed by COOPH. Made of mountaineering rope, the carrying strap ensures a safe and comfortable transport of the Leica V-Lux 5.

The Leica V-Lux 5 Discovery Kit will be available exclusively at the Leica Online Store from 22nd November to 4th December 2022. The retail price will be SGD\$2,900.00 including GST.

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.

Please find further information at:

Leica Camera Asia Pacific Pte Ltd

E-Mail: marketing.lcap@leica-camera.com

Internet: www.leica-store.sg