



PRESS RELEASE

The Xiaomi 13 Series with the latest Leica Camera Features presents itself at the Mobile World Congress 2023 in Barcelona

Wetzlar, 27 February 2023. In July last year, Xiaomi and Leica Camera AG successfully launched their first jointly developed products, the Xiaomi 12S Series. Today, in Barcelona, they present the second jointly developed product generation for the international market: The Xiaomi 13 Series.

As the second generation of devices developed in this strategic mobile imaging partnership, the Xiaomi 13 Series presents new optical and computational capabilities with Leica True Color Imaging and a newly developed 75mm telephoto lens. It also offers professional camera features already featured on the Xiaomi 12S Ultra, including signature Leica optics and two photographic styles. The optics shine with their high resolution, large aperture, and barely perceptible distortions: The lenses thus form the appropriate basis for outstanding image quality. The new 75mm focal length is particularly suitable for expressive portrait shots.

"With the successful launch of the strategic partnership and our first joint devices, we have been able to demonstrate that "co-engineered with Leica" sets new standards in the field of smartphone photography. We are pleased to bring Leica's pioneering camera features such as Leica True Color Imaging and the 75mm telephoto lens with floating element technology to the Xiaomi 13 Series," said Marius Eschweiler, Vice President Business Unit Mobile Leica Camera AG.

The main camera of the Xiaomi 13 Pro features a 1-inch ultra-large IMX989 sensor with a professional 23mm f/1.9 Leica lens, which consists of eight aspherical lenses, ALD Ultra-Low Reflective Coating, Lens Edge Ink Coating, a new cyclic olefin material and a rotation-coated infrared filter to achieve the same optical quality as the Xiaomi 12S Ultra. The main camera of the Xiaomi 13 consists of an IMX800 sensor with a professional 23mm f/1.8 Leica lens

consisting of seven aspherical lenses, ALD Ultra-Low Reflective Coating, and the new cyclic olefin material for crystal clear images. Both devices support HyperOIS.

As with the Xiaomi 12S Ultra, consumers can also choose between the "Leica Authentic Look" and the "Leica Vibrant Look", two different image profiles and a novelty in the smartphone camera segment. Leica fans in particular will be delighted with the "Authentic Look" specially developed by Leica and will delight all other customers with smartphone images in the iconic "Leica Image Look". Leica Image experts have designed the Authentic Look with a focus on aesthetically pleasing and natural colour reproduction, well-drawn shadows, realistic local contrasts and excellent reproduction of fine details. In addition, the "Authentic Look" features reduced vignetting correction to achieve minimal light fall-off between the centre and corners of the image, giving it the typical look of a picture taken with a Leica Summicron lens.

The "Leica Vibrant Look" was developed jointly by Xiaomi and Leica. Combining Xiaomi's expertise in smartphone photography with Leica's signature image aesthetics, this look allows photographers to perfectly capture the emotion of the moment in a vivid yet realistic colour world.

With the support of the Xiaomi Imaging Engine, the Xiaomi 13 Series has the most powerful computational photography capability of any Xiaomi flagship device. Based on its powerful operating efficiency and expandability, it can not only support RAW-level computational photography by utilising the parallel computing pipeline to greatly improve the speed of photography, but also utilise heterogeneous graphics processing capabilities to achieve Xiaomi ProFocus. The Xiaomi 13 Series also offers great creative freedom to professional photographers. The professional mode of the camera app allows manual adjustment of shooting parameters and supports shooting of photos in 10-bit RAW format calibrated by Adobe Labs, as well as 4K 10-bit Dolby Vision HDR videos and 4K-bit LOG videos.

About Xiaomi Corporation

Xiaomi Corporation ("Xiaomi") was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is a consumer electronics and smart manufacturing company with smartphones and smart hardware connected by an IoT platform at its core.

Embracing our vision of "Make friends with users and be the coolest company in the users' hearts", Xiaomi continuously pursues technological innovations, compelling user experience

and operational efficiency. The company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.

Xiaomi is one of the world's leading smartphone companies. The company's market share in terms of smartphone shipments ranked no. 3 globally in the first quarter of 2022. The company has also established the world's leading consumer AIoT (AI+IoT) platform, with more than 478 million smart devices connected to its platform (excluding smartphones, tablets, and laptops) as of March 31, 2022. Xiaomi products are available in more than 100 countries and regions around the world. In August 2021, the company made the Fortune Global 500 list for the third time, ranking 338th, up 84 places compared to 2020.

Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index.

Leica Camera – the partner of 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 sponsorships 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.