



PRESS RELEASE

New: Leica M11 Monochrom

Focused on the Essence of Photography: Creating Pictures with Light and Shadow

Wetzlar, 13th April 2023. Leica Camera AG has always gone its own way, and its courageous decisions were doubted more than once. Success, however, proved the long-established company right. Even in 2012, when it decided to be the only manufacturer worldwide to launch a camera with a dedicated black-and-white sensor: the Leica M Monochrom. Today, in the eleventh year of the Monochrom success story and with a treasure of experience from almost 70 years of Leica rangefinder cameras, Leica Camera AG introduces the fourth camera generation with black-and-white sensor: the new Leica M11 Monochrom.

With its sensor completely geared to black-and-white photography, the Leica M11 Monochrom focuses like no other camera on the most basic of all photographic practices: the composition of pictures solely through light and shadow.

With the monochrome multi-resolution full-format sensor exclusively developed for the new M generation, the M11 Monochrom provides extraordinary black-and-white images. Raw files in the DNG format or JPEGs with a resolution of either 60, 36 or 18 megapixels can be created. In combination with the enormous ISO range of 125 to 200,000, the camera grants an extreme creative freedom when taking pictures. As a result, you get images with an unprecedented rendition of even the finest details, an exceptionally natural-looking definition even in difficult light conditions and an extremely low noise even in the high ISO range.

The 256 GB internal memory and the convenient connectivity to the Leica FOTOS app ensure an optimal mobile workflow. Via Bluetooth or the USB-C port, pictures can be quickly and easily transferred to the app and processed further from there. In addition, the camera can be directly controlled with the app and photos can be immediately assessed at the smartphone or tablet thanks to tethered preview. Moreover, the Leica M11 Monochrom is a certified Apple "Made for iPhone and iPad" accessory and thus offers unique options with the included Leica FOTOS cable.

With an all-metal body and a top plate made of high-quality aluminium, with a sapphire glass display, solid leather covering as well as black, scratch-resistant paint finish, the M11 Monochrom presents itself in a timeless and unobtrusive M design. Details such as the deliberate omission of the Leica logo and the dark chrome-plated coating of the optical viewfinder underline the reduced, iconic design of the new addition to the legendary Leica M family.

Thanks to the build quality typical of Leica, the new Leica M11 Monochrom combines all the requirements of a premium camera "Made in Germany".

The Leica M11 Monochrom retails at S\$13,470.00 and is available at official Leica Singapore Stores, the [Leica Online Store](#) and authorised dealers starting 13th April 2023.

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:

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