



PRESS RELEASE

Leica Summilux-M 50 f/1.4 ASPH. – The New Generation for Even More Versatility and Flexibility Wetzlar, 13th April 2023. The long-established company Leica Camera AG revolutionised the world of photography more than once. One of these sensations was the introduction of the Leica M series in 1954, which has been making history with M cameras and lenses up to the present day. One of these legendary M lenses has now been consequently refined and presents itself with the latest high-end technology while keeping its compact and lightweight design: the Leica Summilux-M 50 f/1.4 ASPH. – for even more flexibility and freedom when taking pictures.

With its standard focal length of 50 mm, the new Summilux-M is suited for almost every photographic situation. Like all M lenses, it is characterised by an unmistakably high image quality. The new Summilux-M exploits the full performance potential of new camera sensors and offers exceptionally high-contrast and detailed results even in difficult light conditions. Moreover, 11 instead of 9 aperture blades ensure a visibly rounder bokeh.

The closest focusing distance has also been extended, from 70 cm to 45 cm. This was only made possible by the double cam gear specially developed by Leica engineers. As a consequence, the rotation angle of the distance ring could be greatly expanded compared to the previous model so that focusing has become even more precise over the entire setting range. At the same time, neither the frame size nor the sensitivity of the focus has been changed, which makes the lens particularly comfortable to handle even when focusing in the extended close-up range. Up to 70 centimetres, focusing is done, as usual, via the range finder of the digital and analogue M cameras. For focusing in the extended close-up range between 70 and 45 centimetres, it is necessary to use Live View on the screen, the Visoflex or the Leica FOTOS app after a discreetly perceptible resistance.

Just like the 35 mm model from the high-speed Summilux-M series, the Summilux-M 50 f/1.4 ASPH. has now been refined technically and optically. The lens hood also shows a round design with a focal length of 50 mm. Directly integrated in the lens, it can be screwed in or unscrewed at any time with only a flick of the wrist. Just like the previous model, the new Summilux-M 50 f/1.4 ASPH. is available in the silver or black anodised version.

The focal length classic is suited for all current and for all future M cameras. In combination with the M-Adapter L, the Summilux-M also enables photographing and filming with the Leica SL2 and the SL2-S. This is system compatibility "Made by Leica".

The Leica Summilux-M 50 f/1.4 ASPH. retails at S\$6,110.00 and S\$6,490.00 for the black and silver versions respectively at official Leica Singapore Stores, the [Leica Online Store](#) and authorised Leica dealers starting from 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:

Leica Camera Asia Pacific Pte Ltd

Sharon Law

Marketing Executive

E-Mail: sharon.law@leica-camera.com

Internet: www.leica-store.sg