



PRESS RELEASE

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Leica Cine 1: the home cinema in Leica premium image quality

The first Leica cinema TV will be available in Europe from June.

Wetzlar, 7 June 2023. Leica Smart Projection GmbH will be providing home cinema experiences in excellent Leica image quality with its first cinema TV, the Leica Cine 1. State-of-the-art laser technology, outstanding engineering and the premium manufacturer's many years of optical expertise come together in the Leica Cine 1. This is the first time the unmistakable and brilliant Leica image quality can also be experienced in the home cinema. When combined with the outstanding Dolby Atmos[®] surround system, it creates an authentic cinematic ambience that fills the room. Winning the iF Design Award 2023 for its iconic product design, the Leica Cine 1 incorporates maximum connectivity, innovative product features and intuitive operation to deliver the highest level of convenience.

From 7 June 2023, the Leica Cine 1 will be available in 100 or 120-inch screen sizes from selected Leica Stores, as well as from authorised specialist TV, hi-fi equipment and home cinema dealers in Europe. Limited to Europe (except UK), the cinema TV is also available in an 80-inch screen size. The recommended retail price is €6,995 for the 80-inch model, €8,495 for the 100-inch model and €8,995 for the 120-inch model.

The Leica Cine 1 exceeds the standards set by the latest generation of cinema TVs. With its innovative 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. The Cine 1 also benefits from Leica's many years of expertise in the field of digital image optimisation. Leica's own image processing (Leica Image Optimization – LIO™)

optimises the image with special algorithms and thus achieves particularly natural colour rendition, richly detailed colour gradation and an outstanding contrast ratio.

The epitome of connectivity: the Leica Cine 1 incorporates the full range of state-of-the-art features found on a classic smart TV, such as an intuitive smart TV interface with voice control, an integrated triple tuner, Apple AirPlay and direct access to streaming platforms. Whether you're watching films or television, gaming or managing your personal movie collection, the Leica cinema TV combines maximum connectivity with the excellence of the Dolby Atmos® surround system and Dolby Vision. The Filmmaker Mode™ shows films in the unfiltered original version.

In addition to its technical specifications, the Leica Cine 1 also impresses with regard to energy consumption, as laser technology uses significantly less energy than an OLED TV of a comparable size. The Leica Cine 1 also received the iF Design Award 2023 for outstanding product design. Featuring clean lines and sophisticated functions, the Leica Cine 1 follows the purist Leica design philosophy in every detail, combining master craftsmanship with classic shapes and high-quality materials to create a precision product. This is evident in everything from the durable aluminium housing and the automatic dust cover to the perforated loudspeaker cover and the integrated iconic red dot. Thanks to its ultra-short-throw lens, the Cine 1 can be integrated into the living room in a space-saving manner close to the wall, while its elegant aluminium body in the authentic Leica look elegantly blends into its surroundings as a classic style icon.

For the best possible projection, Leica recommends high-contrast screens with ALR (ambient light rejection), which are mounted on the wall and are precisely matched to the Leica Cine 1. These screens are also available from Leica Stores and authorised dealers. The ALR function ensures that distracting ambient light is hidden and the projected light is directed towards the viewer – for even more intense experiences when watching films. Those who prefer more flexibility can opt for motorised roll-up screens for short-throw projectors. These screens are ideal for installation in furniture.

The Leica Cine 1 is protected by a three-year manufacturer's guarantee. All services, from replacement to repair, are managed centrally by Leica Customer Service at the Leica site in Wetzlar.

Please find further information at:

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