



PRESS RELEASE

BLACKMAGIC DESIGN JOINS THE L-MOUNT ALLIANCE

Wetzlar, 15th September 2023. Blackmagic Design Pty. Ltd. is the 8th company to join the L-Mount Alliance since the public announcement of the L-Mount standard at photokina in 2018. The alliance consists of founding members Leica Camera AG, SIGMA, and Panasonic, as well as Ernst Leitz Wetzlar GmbH, DJI, ASTRODESIGN and SAMYANG Optics. The goal of the alliance is to utilise the L-Mount standard developed by Leica Camera AG for cameras and lenses in future product development. This collaboration enables Blackmagic Design to develop products with the L-Mount which will present great benefits for a wide range of photo and video applications.

Stephan Schulz, Leica Camera AG, Head of Product Management Professional Camera Systems: “Blackmagic Design is undoubtedly a creative pioneer of innovative video technology. Their decision to use the L-Mount for future products is yet another impressive proof of the universal relevance of this lens mount.”

Grant Petty, CEO of Blackmagic Design: “It is exciting to be invited to be an L-Mount Alliance partner. I cannot wait to see what Blackmagic Design customers will be able to create with all of the amazing L-Mount compatible lenses – lenses that are extremely fast, perfect for full-frame cinematography, and offer stunning image quality. As a camera maker, I am also excited by the design possibilities of the L-Mount’s wide inner diameter, and the shallow depth of field it gives us. Filmmakers who have been using these incredible lenses from Leica, SIGMA, Panasonic and others, continue to impress me with their creativity.”

About the L-Mount Alliance

The members of the L-Mount Alliance all utilise the L-Mount Standard developed by Leica Camera AG for mirrorless camera systems. Currently, the members of the Alliance are Leica Camera AG, SIGMA, Panasonic, Ernst Leitz Wetzlar GmbH, DJI, ASTRODESIGN, SAMYANG Optics and Blackmagic Design. The partners in the alliance utilise the L-Mount Standard for

cameras and lenses that are offered under their own brand names. They market their respective products as competitors, and each with their own product and marketing strategies. The alliance works together on advancing the technology of the L-Mount Standard.

About the L-Mount Standard

The L-Mount was developed by Leica Camera AG with the aim of providing customers with a future-proof, flexible, robust and precise bayonet mount that would fulfil even the most demanding photographic needs. Since its initial appearance in 2014 on Leica T, development of the L-Mount was continued by Leica as well as by its strategic partners, which led to significant improvements and an effectively new and more polished L-Mount technology.

To ensure maximum product diversity, the diameter of 51.6 millimetres was chosen to make the L-Mount suitable for use not only with full-frame cameras, but also on cameras with APSC sensors. The short register of only 20 millimetres enables a short distance between the lens and the sensor, which in turn allows for a considerably more compact construction – which is particularly helpful for developments in the wide-angle lens segment. To ensure resistance to even the most extreme conditions, and guarantee maximum reliability for many years of intensive use, the camera bayonets are manufactured from wear-resistant stainless steel, with four flange segments that prevent canting and ensure a secure and precisely positioned lens attachment. The standardised L-Mount contact strip facilitates trouble-free communication between the electronic components of the lens and the camera – including the possibility of installing future firmware updates for lenses to react to technological advances and exploit their full performance potentials of the lenses.

Originally introduced by Leica Camera AG in 2014, the L-Mount is now available on 12 cameras and over 60 lenses across the existing alliance partners. All lenses made for the different systems within the L-Mount Alliance can be used on all cameras without adapters and without any functional limitations – this illustrates one of the numerous benefits of the common bayonet.

Further information can be found under: www.l-mount.com

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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