



## PRESS RELEASE

### **New: Leica Noctilux-M 50 f/0.95 ASPH. “Titan”**

**The fastest M-Lens. Now as a limited special edition.**

**Wetzlar, 14<sup>th</sup> September 2023.** The first Leica Noctilux-M was introduced as early as 1966. Since then, the light giants' reputation as optical masterpieces has preceded them. Each of the previous Noctilux generations redefined the limits of what was technically possible and raised the imaging performance to a higher level. The Leica Noctilux-M 50 f/0.95 ASPH., for example, even surpassed the perception of the human eye. This masterpiece now appears in an exclusive special edition: the Leica Noctilux-M 50 f/0.95 ASPH. “Titan”.

All visible components of the special edition are made of solid titanium, a lightweight and exceptionally resistant metal which gives the lens an elegant appearance and makes it the ideal complement to all previously released Leica M-Cameras in titanium finish.

Limited to 100 pieces worldwide, the Noctilux-M 50 f/0.95 ASPH. “Titan” achieves images with an unmistakable character, just like the series version. With its extremely shallow depth of field at open aperture, it produces pictures with a unique bokeh and inimitable image aesthetics. Even in low light, the Noctilux-M brings out the finest details and impresses with a high-contrast, brilliant imaging performance.

The Leica Noctilux-M 50 f/0.95 ASPH. “Titan” with engraved special serial number will be available globally at selected Leica Stores starting now. The retail price will be £1,4000.00 including VAT.

#### **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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