



PRESS RELEASE

Xiaomi and Leica Camera AG present the Xiaomi 13T Series with Leica Optics

Wetzlar, 26 September 2023. Following the recently successful global launch of the Xiaomi 13 series, Xiaomi and Leica Camera AG today introduce the Xiaomi 13T Series. This marks another important step in the strategic collaboration between Xiaomi and Leica in the field of mobile imaging. The Xiaomi 13T Series will be available as of now in Europe.

The Xiaomi 13T and 13T Pro feature a triple camera setup featuring Summicron lenses co-engineered with Leica with 50MP Leica main, a 50MP Leica telephoto and a Leica ultra-wide camera with Leica optical lens. By incorporating professional Leica optics, Xiaomi 13T Series delivers Authentic Leica Imagery that captures the essence of iconic Leica experience.

“Leica’s aim is to offer the best possible user experience and excellent image quality in every price segment. We want everyone to be able to have fun taking great pictures, even without being a professional photographer,” said Marius Eschweiler, Vice President Business Unit Mobile Leica Camera AG. "With the Xiaomi 13T series, we bring the authentic Leica experience to a new mobile phone segment. Leica's new Custom Photographic Styles allow smartphone photographers to have a personalized experience based on their own individual preferences. In this way, the Xiaomi 13T series continues our journey together to bring the Leica experience and meaningful innovation to a mobile phone."

Responding to the new generation of smartphone users’ passion for creativity, Xiaomi 13T Series brings forth photography at a professional level. Both Xiaomi 13T Pro and Xiaomi 13T offer a triple camera setup featuring Summicron lenses co-engineered with Leica, including a 50MP wide angle camera with 24mm equivalent focal length and a 7P aspherical lens designed to capture more light supporting high dynamic range shooting, and a 50MP telephoto lens with 50mm equivalent focal length. A 12MP ultrawide-angle camera with a 15mm equivalent focal length is ideal for taking panoramic shots and capturing stunning landscapes. Supporting DCI-

P3, both Xiaomi 13T Pro and Xiaomi 13T cameras have wider colour range which helps to capture every magical moment with classic Leica quality.

As with the Xiaomi 12S Ultra and the Xiaomi 13 series, Xiaomi 13T Series delivers two original Leica photographic styles: “Leica Authentic Look” and “Leica Vibrant Look”, providing highly striking imagery possibilities with natural colour reproduction, strong contrast and shadow definition along with the classic Leica image aesthetics. Six Leica filters reveal legendary homages of Leica imagery, including the latest Leica Sepia and Leica Blue adapted from LeicaM-Typ240 Film Mode. Adding to a user’s creative options, Xiaomi 13T Pro and Xiaomi 13T offer four new Leica watermarks, providing greater choice for photo composition and frame size.

Xiaomi 13T series also features Custom photographic styles function under Pro mode that firstly applied on Xiaomi 13 Ultra, allowing users to adjust Tone, Tonality and Texture at the pre-set stage, retaining more details and colours for post-processing. Preferred pre-sets can also be saved for distinctively personal photographic styles. Featuring Xiaomi ProFocus technology, Xiaomi 13T Series allows photographers to capture unmissable action with incredible detail, from stunning close-up photographs of fast-moving subjects such as dogs and birds, to fascinating images of people and places.

Leica fans in particular will be delighted with the "Authentic Look" specially developed by Leica and will delight all other customers with smartphone images in the iconic "Leica Image Look". Leica Image experts have designed the Authentic Look with a focus on aesthetically pleasing and natural colour reproduction, well-drawn shadows, realistic local contrasts and excellent reproduction of fine details and a moderate amount of sharpening. In addition, the "Authentic Look" features Reduced vignetting correction produces more light fall-off between the centre and corners of the image, giving it the typical look of a picture taken with a Leica Summicron lens.

The "Leica Vibrant Look" was developed jointly by Xiaomi and Leica. Combining Xiaomi's expertise in smartphone photography with Leica's signature image aesthetics, this look allows photographers to perfectly capture the emotion of the moment in a vivid yet realistic colour world.

About Xiaomi Corporation

Xiaomi Corporation was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is a consumer electronics and smart manufacturing company with smartphones and smart hardware connected by an IoT platform at its core. Embracing our vision of “Make friends with users and be the coolest company in the users’ hearts”, Xiaomi continuously pursues innovations, high-quality user experience and operational efficiency. The company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.

Xiaomi is one of the world's leading smartphone companies. In June 2023, MAU of MIUI reached approximately 606 million globally. The company has also established the world’s leading consumer AIoT (AI+IoT) platform, reached 654.5 million smart devices connected to its platform (excluding smartphones, laptops and tablets) as of June 30, 2023. Xiaomi products are present in more than 100 countries and regions around the world. In August 2023, Xiaomi was included in the Fortune Global 500 list for the fifth year in a row, ranking 360th.

Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index.

Leica Camera – the partner of 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 sponsorships awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.