



## PRESS RELEASE

### **New: Leica M11-P**

**The world's first camera to create a seamless chain of authenticity from capturing to publication with Content Credentials**

**Wetzlar, 26<sup>th</sup> October 2023.** Like hardly any other camera, the Leica M has stood for vivid and authentic images taken at the center of action since its launch in 1954. The intuitive, unique, and unobtrusive style of M photography is especially appreciated by photojournalists working in conflict areas. Since then, countless iconic pictures have been taken that reliably document the history of the world.

In today's digital era, however, content can be easily manipulated. Forged and artificially created images deprive consumers of their trust in the accuracy of digital content and make it difficult to prove the authenticity of one's own pictures. A fatal problem, which threatens the basis of photographic reporting.

Leica Camera AG once again shows a pioneering spirit and creates another milestone in the history of photography by introducing the Leica M11-P. It is the world's first camera to store metadata by attaching Content Credentials at the point of capture to protect the authenticity of digital images. Content Credentials are the digital nutrition label and most widely adopted industry standard for content of all kinds, and the foundation for increased trust and transparency online. With the M11-P, Leica acknowledges the invaluable work of all photographers and preserves the trust and transparency in digital content and its sources.

The M11-P pioneers the use of secure metadata in compliance with the Content Authenticity Initiative (CAI) open-source standard. This feature provides an additional layer of transparency when designing and modifying an image. It allows information such as names, dates, changes made and tools used to be securely attached, creating awareness of the file's origin. With Content Credentials, each Leica M11-P image captured receives a digital signature backed by a CAI-compliant certificate. The authenticity of images can be easily verified at any time using a freely available, open-source CAI tool or by visiting <https://contentcredentials.org/verify> .

Leica's Content Credentials technology ensures the picture's authenticity by means of special hardware in the camera. It includes a special chipset for storing digital certificates of the German Federal Printing Office. The state-of-the-art integration guarantees complete verifiability of a picture's origin. Thus, Leica is setting a new standard for the protection of digital content in cooperation with Adobe and the global community of nearly 2,000 members, including media and tech companies, NGOs, academics, and more to promote adoption and implementation of Content Credentials.

Dr. Andreas Kaufmann, Chairman of the Supervisory Board of Leica Camera AG: "Leica cameras have always stood witness to iconic moments in world history. However, determining the authenticity of visual content has become increasingly difficult and important in the age of digital photography. Now with the ability to provide this proof, we are once again strengthening trust in digital content and re-establishing Leica cameras as authoritative tools in the documentation of world events."

Santiago Lyon, Head of Advocacy & Education, Content Authenticity Initiative, Adobe: "We're thrilled to see Leica pioneering the integration of Content Credentials into their flagship M11-P cameras. This is a significant milestone for the Content Authenticity Initiative (CAI) and the future of photojournalism: It will usher in a powerful new way for photojournalists and creatives to assert their digital rights, combat misinformation

and bring authenticity to their work and consumers, while promoting widespread adoption of Content Credentials."

When the "Leica Content Credentials" function is activated in the camera menu, the Content Credential logo is visible in the display and every image taken by the Leica M11-P is reliably signed using a special algorithm. The image thus receives an unalterable and verifiable proof of camera model, manufacturer, and image attributes. The authenticity of these certificates can be verified and examined by means of free CAI open-source tools at any time. They prove whether an image is available in the original or in an edited version and in the latter case, they provide insight into the history of the content changes. So photographers can demonstrate the authenticity of their pictures from the moment they are taken to the time they are published.

Further distinguishing features of the Leica M11 perfect the traditional M understatement and expand the range of applications of the Leica M11-P even further. The deliberate omission of the red Leica dot on the camera front, for example, allows for even more discreet photographing. Instead, a subtle Leica lettering is engraved on the top plate. This plate and the bottom cover are milled from aluminum in the matte black Leica M11-P and from brass blocks in the silver chrome camera version. Merged with the all-metal body made of a highly solid magnesium alloy, the interior of the camera is carefully protected. The LCD monitor made of sapphire crystal glass with anti-reflection protective coating enables an optimal evaluation of the pictures in all lighting conditions. The Leica M11-P, with its 60 MP BSI CMOS sensor and Triple Resolution Technology as well as the high-performance Maestro-III processor, combines state-of-the-art camera technology with a maximum of flexibility. Finally, the large internal memory with 256 GB makes the camera a reliable and functional precision tool "Made in Germany" that is always ready for use.

There are also two new black leather accessories for the M-System: The M-System case as well as the carrying strap once again emphasize the clean lines in the design of the

new Leica M11-P.

A black and a silver version of the Leica M11-P will be available globally at all Leica Stores, the Leica Online Store and authorized dealers starting now. The retail price will be RM44,450.00.

### **About Content Credentials & Content Authenticity Initiative**

Adobe co-founded the Content Authenticity Initiative (CAI) in 2019 to help combat the threat of misinformation and ensure proper attribution for creators. Today the CAI is a coalition of nearly 2,000 members, including AFP, the Associated Press, the BBC, Getty Images, Leica Camera, Microsoft, Reuters, The Wall Street Journal and more, all working together to add a verifiable layer of transparency and trust to content online – via secure metadata called Content Credentials. Between the tremendous momentum in attracting new members and the growing adoption of Content Credentials by leaders spanning multiple industries, the CAI is ensuring that technological innovations are built on ethical foundations.

Please visit the Content Authenticity Blog: <https://contentauthenticity.org/blog/leica-launches-worlds-first-camera-with-content-credentials>

### **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 the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards 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:**

ADOBE/Content Credentials/Content Authenticity Initiative:

Madeleine Burr, mburr@adobe.com

<https://contentcredentials.org/>

**Leica PR Contact:**

Leica Camera Malaysia Sdn Bhd

Kingston Saik

Senior Marketing & PR Executive

E-Mail: [marketing.lcm@leica-camera.com](mailto:marketing.lcm@leica-camera.com)