



## PRESS RELEASE

### **The Xiaomi 14 Series with the latest Leica Camera Features presents itself at the Mobile World Congress 2024 in Barcelona**

**Wetzlar/Barcelona, 25 February 2024.** Xiaomi and Leica Camera AG proudly present the next chapter of jointly developed products for the international market: The Xiaomi 14 Series. As the third generation of devices developed in this strategic mobile imaging partnership, the Xiaomi 14 Series feature new optical and computational capabilities with Leica Summilux optics.

"With the new Xiaomi 14 series we are bringing a powerful Leica Summilux optical lens system to a mobile device. The combination of strong light-intake, wide focal length range and a large, multi-step variable aperture allows users to capture the perfect picture across endless scenarios," said Marius Eschweiler, Vice President Business Unit Mobile Leica Camera AG.

#### **Xiaomi 14 Ultra: Flagship with Leica quad camera for professional images**

The Xiaomi 14 Ultra features a Leica quad-camera configuration offering a remarkable range of focal lengths from 12mm to 120mm. With its main camera boasting a multi-step variable aperture from  $f/1.63$  to  $f/4.0$ , users can seamlessly adjust exposure in diverse scenarios. Equipped with an ultra-large 1-inch LYT-900 image sensor, the Xiaomi 14 Ultra ensures outstanding image quality even in challenging environments. The variable aperture in combination with multiple focus settings allow users to engage in professional street photography. By increasing the aperture from  $f/1.8$  to  $f/1.63$ , light gathering is significantly improved over its predecessor, allowing you to capture stunning detail in low light.

Completing the quad-camera setup are the Leica 75mm telephoto camera with a floating focus group, the Leica 120mm periscope camera, and the Leica 12mm ultra-wide camera. The 75mm focal length is particularly suitable for expressive portrait shots. The ultra-wide angle lens allows users to experiment with unique angles and perspectives, exaggerating proportions and adding

drama and interest to photos. The 120mm telephoto lens offers substantial magnification, enabling users to capture distant subjects clearly. Whether you're photographing wildlife, sports events, or architectural details, this lens brings subjects closer, even from afar.

The recently introduced "Fastshot mode" now brings more possibilities thanks to the adjustable variable aperture. It is inspired by the "hyperfocal distance" shooting method commonly used by street photographers. This means setting the focus point manually, so focus-free snapshots can be taken.

Leading the mobile imaging realm, the Xiaomi 14 Ultra supports all-focal-length 8K 30fps shooting, capturing unparalleled clarity with Leica optics and a 50MP sensor. Additionally, it facilitates professional post-production edits with 4K 120fps shooting, adaptable to 5x slow-motion effects, and full-range zooming at 60fps in 4K resolution. With Dolby Vision® shooting at 4K 60fps and cinematic-grade stabilization, users can expect smooth video capture with exceptional quality. The new UltraRAW 2.0 has the advantage of allowing advanced users to do more post-production work. It delivers a linear file of up to 16 bits.

#### **Xiaomi 14: Leica triple camera for a versatile photography experience**

The Xiaomi 14 features a comprehensive triple-camera configuration, providing a well-rounded photography experience, covering an extensive focal range from 14mm to 75mm. Additionally, it has been engineered with Leica Summilux optical lenses with an upgraded  $f/1.6$  aperture on the main camera, combined with the Light Fusion 900 image sensor. Moreover, the resolution of the Leica 14mm ultra-wide camera has been upgraded to 50MP while also offering the highly acclaimed Leica 75mm telephoto camera with a floating focus group, with a minimum focus distance of just 10cm.

As with the Xiaomi 13 series, consumers can also choose between the "Leica Authentic Look" and the "Leica Vibrant Look", two different image profiles. The "Leica Authentic Look" was specially developed by Leica and will delight customers with smartphone images in the iconic "Leica Image Look". It focuses on aesthetically pleasing and natural colour reproduction, well-drawn shadows, realistic local contrasts and excellent reproduction of fine details. In addition, the "Authentic Look" features reduced vignetting correction to achieve minimal light fall-off between the centre and corners of the image, giving it the typical look of a picture taken with a Leica Summilux 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.

### **The Xiaomi x Leica Optical Institute: Developing a new quality standard for image quality**

The core concept "Leica Optics" is proven to be one of the reasons for the success of the co-engineered products. Consequently, in June 2023, both, the Leica Camera AG and Xiaomi management team decided to establish a joint optics-centred institute.

The Xiaomi x Leica Optical Institute is a joint optics-centred institute, founded by Xiaomi and Leica Camera AG, located at Beijing Xiaomi Campus, spanning a total area of 2644m<sup>2</sup>. It focuses on a close collaboration on site to further intensify cooperation in the areas of pre-development and research with the goal to develop a new quality standard for image quality and optical imaging performance in smartphone photography. Its core areas of research are optics, including optical films, plane optics, diffraction optics, precision optical machining, optical materials, precision optical test equipment and other subfields of technology.

### **About Xiaomi Corporation**

Xiaomi Corporation ("Xiaomi") 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 technological innovations, compelling 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. The company's market share in terms of smartphone shipments ranked no. 3 globally in the first quarter of 2022. The company has also established the world's leading consumer AIoT (AI+IoT) platform, with more than 478 million smart devices connected to its platform (excluding smartphones, tablets, and laptops) as of March 31, 2022. Xiaomi products are available in more than 100 countries and regions

around the world. In August 2021, the company made the Fortune Global 500 list for the third time, ranking 338th, up 84 places compared to 2020.

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.