



PRESS RELEASE

Leica Camera AG collaborates with Adobe to Bring Frame.io's Camera to Cloud Capabilities to its Portfolio

Wetzlar/Miami, 14 October 2024. Today, at Adobe MAX – the world's largest creativity conference – Adobe and Leica Camera AG announced the integration of Adobe's Frame.io Camera to Cloud technology into selected Leica mirrorless system cameras, starting with the SL3 cameras in 2025. Frame.io's Camera to Cloud platform is the fastest and most secure way to get media from the set to the people who need to work with it.

Nico Köhler, Head of Product Experience at Leica Camera: "Collaborating with our partners from Adobe again, marks a significant milestone in the continuous pursuit of innovation at Leica, providing photographers and videographers with seamless workflow solutions. The inclusion of Frame.io Camera to Cloud in the Leica SL3 enhances this commitment for offering increased speed and flexibility that empowers professionals in both photography and videography."

Thanks to the Frame.io integration, Leica users will be able to deliver assets to social media within minutes, provide same-day delivery of photos and videos for events, and enable real-time collaboration and efficient approval processes with clients. The integration of Frame.io Camera to Cloud will be provided via Firmware Update with the Leica FOTOS App or on the Leica Corporate Website in 2025.