



PRESS RELEASE

Leica Camera AG Introduces Exciting Leica LUX Features: New lenses, looks and editor for the best iPhone photo experience With New Editing Features and Creative Flexibility, Leica LUX Becomes the World's Top-Rated Photo App Just Months After Launch

Wetzlar, 14 November 2024. Leica Camera AG is excited to announce the latest updates to its innovative Leica LUX app, designed to bring the renowned Leica photography experience to iPhone users. With the latest releases (Versions 1.1 and 1.2) the app introduces powerful new features that enhance the creative potential of mobile photographers and continue Leica's legacy of delivering superior image quality and artistry.

Dr. Victor Henning, Head of Product, Leica LUX Leica Camera AG and Founder/CEO, Fjorden: "The Leica LUX app has become the highest-rated camera app in the iPhone App Store worldwide. This recognition reflects our commitment to bringing the highest standards of Leica photography to mobile devices, empowering users with professional-grade tools and creative freedom in the palm of their hands."

The updates offer photographers more control over their images with groundbreaking new tools and simulation options.

Leica Looks & Lenses Editing: Users can now change the Leica Lens simulation, Aperture, Focal Point, and Leica Look even after the shot. This allows photographers not only to adjust the framing, focus, and mood of an image but also to improve images in terms of foreground-background separation.

New Leica Lenses: With the 90mm Summilux lens (available for iPhones with a 3x Tele lens) and the 120mm Summilux lens (for iPhones with a 5x Tele lens) the portfolio of Leica's premium lens simulations is expanded in the tele photography range.

New Leica Look: The introduction of the "Leica Chrome" and "Leica Brass" looks add even more creative options for photographers, giving images a timeless, film-like quality inspired by Leica's classic analogue photography.

Leica Looks Adjustment Slider: Users now have the ability to fine-tune how strongly each Leica Look is applied to their photos, with a slider ranging from 0 to 100, ensuring maximum creative flexibility and respecting the personal taste of the photographer.

Lock Screen Widgets: The convenience of launching the Leica LUX app or specific Leica Lens simulations directly from the iPhone's Lock Screen enhances accessibility for photographers who want to capture the perfect moment in an instant.

Leica Camera AG expanded its Mobile division with the 2023 acquisition of Norwegian smartphone photography startup Fjorden Electra AS, resulting in the launch of their first co-developed iPhone app, Leica LUX, in 2024. This app introduces the iconic Leica look and a professional-grade photography experience to mobile users worldwide.

Please find further information at:

[Contact person country XXX: XXX XXX]

[Contact person title countryXXX: XXX XXX]

Address

Phone

Email: xxxx_personalised

Website: www.leica-camera.com