



## PRESS RELEASE

### **Aesthetics and Precision in perfect harmony**

#### **USM and Leica Camera AG present the USM | Leica Cine Collection, a co-operation of iconic design furniture and home entertainment**

**Wetzlar, 31 October 2024.** The Swiss furniture manufacturer USM and Leica Camera AG present an exclusive collection of multimedia furniture for the Leica Cine 1 ultra-short-throw cinema TV. The USM | Leica Cine Collection with its special combination of functionality and design integrates the home cinema perfectly into the living room interior and creates an ambience that combines maximum comfort, durability and style. The result is a stylish environment that enriches everyday life and enables lasting film enjoyment. The modular yet customised collection currently comprises three variants of multimedia furniture corresponding to the three available screen diagonals (80', 100' and 120") of the IF Design Award-winning Leica Cine 1.

When two icons meet: The characteristic Leica look of the precision product Cine 1 with its reduced, Bauhaus-inspired form is an ideal match for the simple aesthetics of the USM Haller modular furniture system, whose timeless design and high-quality workmanship enjoy an outstanding reputation as a classic of furniture design. The USM | Leica Cine Collection combines precision, aesthetics and passion and appeals to film and sports fans as well as technology and design enthusiasts.

It's the details that turn a projection into a home cinema experience: the picture, the sound, the atmosphere. The innovative Leica Cine 1 is the first Cinema TV to offer the highest Leica quality standards in moving images and creates a unique cinema atmosphere. Thanks to its ultra-short distance lens, it can be integrated into the living room at a short distance from

the wall to save space and, with its elegant aluminium housing, blends elegantly into the interior as a classic design object.

The Leica Cine 1 sets standards for the latest generation of Cinema TVs by combining top optical performance with brilliant 4K Leica image quality on screen diagonals of 80, 100 or 120 inches. Complemented by the impressive Dolby Atmos® surround system, intuitive operation, maximum connectivity and maximum user-friendliness, it offers an unrivalled home cinema experience. At the heart of this is the projection system with triple RGB laser technology, which is characterised by a long service life of over 25,000 hours and lower energy consumption.

USM has been building modular furniture to the highest quality standards for almost 60 years. The unmistakable and timeless design offers customised solutions that can be extended or reconfigured as required. Each piece of furniture offers room for maximum versatility and creativity, and thanks to the use of high-quality materials, all USM product lines are characterised by a long service life.

The USM | Leica Cine Collection is now available from specialist retailers in Germany, Austria and Switzerland and will also be available in other European countries, China and the USA by the end of the year.

**Please find further information at:**

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