



## Press Release

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### The Leica LUX Grip: Photographic precision for the iPhone

This innovative camera grip ensures iPhone users benefit from a unique photography experience – perfectly complemented by the Leica LUX app.

**Wetzlar, 6 February 2025.** Leica Camera AG is launching the Leica LUX Grip for the iPhone today. The camera grip impresses with its intuitive operation and high-quality manufacturing while, at the same time, setting new standards for photographic precision using a smartphone. The Leica LUX Grip is similar to a classic Leica camera in terms of its handling and feel. Its clear design, sophisticated operating concept and easy attachment – guaranteed by secure magnetic MagSafe technology – improve the ergonomics and functionality of smartphone photography, taking it to a new level. The LUX Grip and iPhone communicate via Bluetooth Low Energy (BLE) and are perfectly complemented by the Leica LUX app.

All of the LUX Grip's physical controls consistently express Leica's design philosophy and conjure up the familiar experience of using a professional camera. The 2-stage shutter release focusses with light pressure and starts shooting when fully pressed down. A button allows you to quickly switch between shooting modes. Two control elements can be individually assigned and customised via the Leica LUX app. While one button provides quick access to frequently used functions, the easy-to-grip control dial enables the precise selection of camera settings – such as zoom, aperture, shutter speed and exposure compensation. This means that photographers have all the essential aspects of image composition in their own hands, even when using a smartphone.

The Leica LUX app rounds off the photographic experience by adding the unmistakable image and colour aesthetics of legendary Leica lenses. The bokeh effect of the Summilux-M or Noctilux-M can be used to deliberately emphasise features while retaining full control over exposure, ISO and shutter speed. Unique Leica Looks – from Vivid to classic Black&White – expand the artistic palette, lending digital photography an analogue character. The Leica LUX app forms a perfect symbiosis with the LUX Grip. The full version of the app is included for one year with every Grip product registration.

The LUX Grip also sets the tone when it comes to sustainability. Thanks to its modular design, the Grip can be easily reused with all electronic components every time you change your iPhone. Only the



MagSafe base plate has to be replaced. Weighing just 130 grams, the Leica LUX Grip is comfortable to hold and is equally suitable for left- and right-handed users. Its powerful battery lets you take up to 1,000 shots and will be ready for use again in a flash with a charging time of 2 hours via USB-C.

The [Leica LUX Grip](#) is now available in selected Leica Stores, in the Leica Online Store and from specialist retailers. The recommended retail price is 2350 DKK incl. VAT. Press images are available to download here: <https://we.tl/t-F4kaCrxFbx>

### **100 years of Leica: Witness to a century**

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first 35mm camera to be mass-produced and exceeded all expectations. Thanks to its compact and handy format, it opened up completely new photographic applications. Under the motto '100 Years of Leica: Witness to a Century', Leica Camera AG is celebrating this camera that revolutionised the world of photography around the globe. At international events organised by the Leica country organisations in the major cities of Dubai, Milan, New York, Shanghai and Tokyo, cultural projects and extraordinary special product editions will be presented throughout the year. The highlight of the celebrations is the anniversary week at the company's headquarters in Wetzlar in June. In addition, there will be high-calibre exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.

### **About Leica Camera**

Leica Camera AG is an international premium manufacturer of cameras, lenses and sports optics with a company history that dates back over 150 years. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones) as well as manufacturing high-quality spectacle lenses and watches. The company also has a strong presence in the home cinema segment with its own projectors.

Leica Camera AG, based in Wetzlar, Germany, has a second production site in Vila Nova de Famalicão, Portugal, and a worldwide network of its own distribution companies with over 120 Leica Stores. The company employs 2,400 people and generated revenue of EUR 554 million during the 2023/24 financial year.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).



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