



Press Release

Leica Smart Projection GmbH at ISE 2025

The high-performance premium products Leica Cine 1 and Leica Cine Play 1 mark a new era in the home cinema segment

Wetzlar, 20 January 2025 Leica Smart Projection GmbH will be presenting its current product portfolio at the Integrated Systems Europe (ISE) from 4 to 7 February 2025 in Barcelona. The Leica Cine 1 and Leica Cine Play 1 are two powerful premium products that redefine the home cinema experience.

Leica Cine 1: The Ultimate Home Cinema Experience

The Leica Cine 1 is an ultrashort-throw laser TV designed to deliver cinematic quality directly into your home. This all-in-one solution integrates seamlessly with high-end furniture and a motorized screen, offering an effortlessly sleek home cinema setup in a short distance from the wall or screen. With its innovative triple RGB laser technology, the Cine 1 produces stunningly bright and vivid images, boasting a lifespan of over 25,000 hours. The Summicron lens, designed to Leica's legendary standards, ensures unmatched optical performance. This advanced technology is coupled with Leica Image Optimization (LIO™) for superior color accuracy, contrast, and image sharpness.

The Leica Cine 1 features Dolby Atmos® surround sound, creating a true cinematic atmosphere, and is available in 80, 100, and 120-inch screen sizes. The smart TV functions include seamless connectivity with streaming platforms, voice control, and Apple AirPlay, ensuring a fully integrated entertainment experience. With its iF Design Award-winning aesthetics, with clean lines and premium materials, the Cine 1 is an elegant design statement in any living space.

Leica Cine Play 1: Flexibility and Premium Quality Anywhere

The portable ultrashort-throw laser projector Leica Cine Play 1 brings the power of cinema into a compact, versatile design. Offering 4K resolution and up to 300-inch screen sizes, the Cine Play 1 features the same cutting-edge triple RGB laser technology as the Cine 1, a Leica Summicron zoom lens and Leica Image Optimization delivering vibrant, high-contrast projections even in bright environments. With a brightness of up to 3000 ANSI lumens, it ensures outstanding picture quality wherever it's used.

The Leica Cine Play 1 is designed for ultimate flexibility, with wireless streaming options via Bluetooth, Wi-Fi, and Apple AirPlay, plus multiple ports for easy connectivity. Its compact size and low weight make it the perfect companion for home or outdoor movie nights, requiring no permanent installation.



The Floor Stand, an optional accessory, offers added convenience, providing a sleek and stable base while eliminating the need for visible power cables. With its powerful speakers, DTS Virtual:X audio processing technology, and intuitive setup with automatic image alignment functions, the Leica Cine Play 1 ensures an immersive cinematic experience, anytime, anywhere.

About Leica Camera

Leica Camera AG is an international premium manufacturer of cameras, lenses and sports optics products with over 150 years of company history. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones) and the manufacture of high-quality eyeglass lenses and watches and is represented in the home cinema segment with its own projectors.

Headquartered in Wetzlar (Germany) and with a second production site in Vila Nova de Famalicão (Portugal), Leica Camera AG has a global network of its own sales companies with over 120 Leica Stores. The company employs 2,400 people and achieved a turnover of 554 million euros in the 2023/24 financial year.

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

Please find further information at:

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