



## Press Release

### Leica Cine Play 1 Wins the iF DESIGN AWARD 2025

The smart Cine Play 1 laser mini projector impressed the jury with its timeless design, which combines quality, precision and functionality

**Wetzlar, 18 March 2025** – The Leica Cine Play 1 has won the iF DESIGN AWARD 2025. The smart mini projector received the award for the “Product” discipline in the “TV/Video” category in recognition of its innovative and outstanding design, which combines timeless aesthetics with quality, precision and functionality. This confirms the Leica Cine Play 1 as one of the best out of almost 11,000 entries from 66 countries hoping to win this year’s award. The world-renowned iF DESIGN AWARD is a seal of quality recognising outstanding style and design quality. iF International Forum Design GmbH, one of the oldest independent design institutes in the world, has been awarding this accolade for over 70 years.

The industrial design of the Leica Cine Play 1 is based on the key philosophy around which Leica’s approach revolves: paring design down to “the essentials”. Inspired by the Bauhaus principle, Leica’s product design dispenses with superfluous elements and concentrates on providing uncompromising quality, creating a unique sensory experience and ensuring intuitive operation. Like all Leica products, the Cine Play 1 embodies a perfect balance between aesthetics, ergonomics and technical innovation. The foundation for its stylish, timeless design is the use of high-quality materials. The aluminium body, having been milled from a single piece, combined with a sleek glass front, not only imbues the smart mini projector with an exceptional feel but also the unrivalled durability and sustainability that are typical of the Leica brand.

Leica’s design aesthetics focus on seamlessly blending the underlying innovative technology and functionality to achieve harmonious balance between the two. This is essential for Leica’s overall product design. With its portable, compact aluminium body and effortless plug-and-play technology, the Leica Cine Play 1 is designed to offer optimum flexibility. The projector’s panning arm and the variation between table and stand incorporated into the product design also reflect this. The Leica stand, which is available as an optional accessory, elevates the set-up as a special feature. It has been specially developed not only to support the projector’s technical performance, but also to maximise its aesthetic potential. Thanks to the secure pin contact system integrated into the stand, no visible cables are required to operate the projector. Power is supplied discreetly via the stand’s base plate, which not only improves image quality but also ensures a secure, reliable connection. Furthermore, the stand



enables the projector to be positioned flexibly in order to find the optimum viewing angle for every room.

The Leica Cine Play 1 provides 4K resolution up to a screen size of 300 inches, state-of-the-art triple RGB laser technology, a Leica Summicron zoom lens and Leica Image Optimization to deliver vivid, high-contrast projections even in bright environments. With a brightness of up to 3000 ANSI lumens, the smart mini projector ensures outstanding image quality wherever and whenever you want to use it. It also comes with wireless streaming options via Bluetooth, Wi-Fi and Apple AirPlay as well as multiple connections for easy connectivity. Its compact size and low weight make it the perfect companion for film nights enjoyed at home or even outdoors, as no permanent installation is required. Its powerful speakers and DTS Virtual:X audio processing technology, as well as its intuitive set-up with automatic picture alignment functions, all come together to ensure that the Leica Cine Play 1 can create atmospheric cinema experiences with Leica premium image quality – anytime, anywhere.

#### **About the iF DESIGN AWARD**

Under its globally recognised trademark, the iF DESIGN AWARD has been commending design excellence ever since 1954. The iF Design brand has established itself internationally as a symbol for appreciating outstanding design achievements. What's more, the iF DESIGN AWARD is one of the most important design prizes in the world. It recognises achievements in the field of design across all disciplines: product, packaging, communication and service design, architecture and interior design, as well as professional concept, user experience (UX) and user interface (UI). All the award-winning entries can be viewed at [ifdesign.com](https://ifdesign.com).

#### **About Leica Camera**

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics products with a company history stretching 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, with its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, has 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 promoting 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).

**Please find further information at:**

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