



Press Release

SIRUI joins the L-Mount Alliance and utilises the L-Mount standard developed by Leica Camera AG in future product development

Wetzlar, 20 March 2025. As a new member SIRUI is the 9th company to join the L-Mount Alliance since the public announcement of the L-Mount standard at photokina in 2018. The alliance consists of founding members Leica Camera AG, SIGMA, and Panasonic, as well as Ernst Leitz Wetzlar GmbH, DJI, ASTRODESIGN, SAMYANG Optics and Blackmagic Design. This collaboration enables SIRUI to develop products with the L-Mount which will present great benefits for a wide range of photo and video applications.

The L-Mount was developed by Leica Camera AG with the aim of providing customers with a future-proof, flexible, robust and precise bayonet mount that would fulfil even the most demanding photographic needs. Since its initial appearance, development of the L-Mount was continued by Leica as well as by its strategic partners. This led to significant improvements and an effectively new and more polished L-Mount technology, resulting in an ever-growing portfolio of cameras and lenses from all existing and new alliance partners. All lenses made for the different systems within the L-Mount Alliance can be used on all cameras without adapters and without any functional limitations – this illustrates one of the numerous benefits of the common bayonet.

Valentino Di Leonardo, Managing Expert Technology & Licensing at Leica Camera AG: “The L-Mount Alliance stands for openness, innovation, and the highest quality in photography. By welcoming SIRUI as a new member, we are not only expanding our network with another strong partner but also reinforcing our commitment to diversity and fresh impulses within the ecosystem. SIRUI brings new perspectives and expertise to the Alliance, enriching the L-Mount system with forward-thinking approaches. Together, we aim to provide photographers and filmmakers with an even more comprehensive and flexible system that meets the highest standards.”

Li Jie, Founder and CEO at SIRUI Optical: “SIRUI is a globally recognized brand in optical imaging, offering a diverse product lineup that includes optical lenses and photography and videography equipment. Our company operates with its headquarters in China and has subsidiaries in the United States, Germany, and Japan. With its in-house optical R&D and manufacturing facilities, SIRUI has established a fully integrated system encompassing research, production, and sales, with a distribution



network spanning over 60 countries and regions worldwide. By leveraging its proprietary brand, independent technological innovations, vertically integrated supply chain, and cost advantages, SIRUI is set to significantly enhance the L-Mount Alliance lens ecosystem. Our aim is to introduce a broader range of outstanding, high-value L-mount lenses to the market.”

About the L-Mount Alliance

The members of the L-Mount Alliance all utilise the L-Mount Standard developed by Leica Camera AG for mirrorless camera systems. Currently, the members of the Alliance are Leica Camera AG, SIGMA, Panasonic, Ernst Leitz Wetzlar GmbH, DJI, ASTRODESIGN, SAMYANG Optics, Blackmagic Design and SIRUI. The partners in the alliance utilise the L-Mount Standard for cameras and lenses that are offered under their own brand names. They market their respective products as competitors, and each with their own product and marketing strategies. The alliance works together on advancing the technology of the L-Mount Standard.

About the L-Mount Standard

To ensure maximum product diversity, the diameter of 51.6 millimetres was chosen to make the L-Mount suitable for use not only with full-frame cameras, but also on cameras with APSC sensors. The short register of only 20 millimetres enables a short distance between the lens and the sensor, which in turn allows for a considerably more compact construction – which is particularly helpful for developments in the wide-angle lens segment. To ensure resistance to even the most extreme conditions and guarantee maximum reliability for many years of intensive use, the camera bayonets are manufactured from wear-resistant stainless steel, with four flange segments that prevent canting and ensure a secure and precisely positioned lens attachment. The standardised L-Mount contact strip facilitates trouble-free communication between the electronic components of the lens and the camera – including the possibility of installing future firmware updates for lenses to react to technological advances and exploit the full performance potentials of the lenses.

Further information can be found under: www.l-mount.com

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:

Leica Camera UK

UK PR Coordination

E-Mail: pr.uk@leica-camera.com

Website: www.leica-camera.com/en-GB