



Press Release

Leica Camera AG and Xiaomi Present the Xiaomi 15 Series New Leica Summilux lenses provide more depth and expression

Wetzlar / Barcelona, 2 March 2025. Continuing their successful collaboration, Leica Camera AG and Xiaomi are presenting the new Xiaomi 15 series. Both models, the Xiaomi 15 Ultra and the Xiaomi 15, offer versatile customisation options and open up new creative perspectives for photographers. The cameras feature an optical design that gathers light much more effectively. Compared to the previous models, they take brighter, sharper and more detailed photos in all lighting conditions.

A Shared Vision: Elevating Smartphone Photography to New Heights

The technology partnership between Leica Camera AG and Xiaomi, which has been ongoing since 2022, combines optical precision with technological innovation, thereby bringing new forms of expression to smartphone photography. “Leica has a legacy of achieving excellence in image quality and optical precision, which spans over 100 years. Our partnership with Xiaomi combines state-of-the-art technology with Leica image aesthetics. The Xiaomi 15 series is the perfect testament to this. The Mobile Imaging business segment is a key driver of Leica Camera AG’s sustained, profitable growth”, says **Matthias Harsch, CEO of Leica Camera AG**.

Xiaomi 15 Ultra: Four Leica Lenses for Optimal Creative Freedom

With the Xiaomi 15 Ultra, discerning photographers benefit from a powerful mobile camera system that delivers exceptional results and superb shots in any situation. The 1-inch main camera has a 23 mm Leica Summilux lens with a large aperture of f/1.63. This, together with the 50 MP Sony LYT-900 sensor, provides outstanding clarity, even in difficult lighting conditions.

The Xiaomi 15 Ultra comes with a Leica quad camera system, which covers a variable focal length range from 14 mm to 200 mm with four high-quality lenses:

- **50 MP Leica ultra wide angle (14 mm):** For landscape and architectural photography, providing optimal image sharpness.
- **50 MP Leica main camera (23 mm, variable focal lengths of 23 mm/28 mm/35 mm):** For everyday perspectives with impressive depth of field.
- **50 MP Leica floating telephoto (70 mm):** For portraits and macro shots at a focusing distance of just 10 cm.



- **200 MP Leica ultra telephoto (100 mm/200 mm in-sensor zoom):** Enables detailed shots of subjects in the distance, which stand out due to their high image quality.

Thanks to its innovative optical design in the form of an aspherical high-transmission lens and dual anti-reflective coating, the Xiaomi 15 Ultra gathers light exceptionally well. This ensures that more light hits the sensor, resulting in sharp, vivid images even in difficult lighting conditions. Combined with Leica colour technology and the Leica brand's authentic visual language, the resulting pictures impress with natural contrasts, precise details and vivid colours.

Xiaomi 15: Leica Imagery in a Compact Format

The Xiaomi 15 is a powerful, compact smartphone, which offers photography enthusiasts first-class image quality. The Leica triple camera featured in the Xiaomi 15 combines flexibility with optical excellence:

- **50 MP Leica main camera (23 mm, variable focal lengths of 23 mm/28 mm/35 mm):** The Leica Summilux lens (f/1.62) enables high-resolution images thanks to its extraordinary ability to gather light.
- **50 MP Leica floating telephoto (60 mm):** For detailed portraits and macro shots from a distance of 10 cm.
- **50 MP Leica ultra wide angle (14 mm):** For dynamic perspectives and creative image compositions with 50 MP resolution.

The software optimisation developed by Leica ensures that users can choose between the classic "Leica Authentic Look", characterised by warm colours and fine contrasts, and the "Leica Vibrant Look", providing a dazzling depth of colour.

100 Years of Leica: Witness to a Century

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, which was first presented to the public at the Leipzig Spring Fair in 1925. As the first 35 mm still camera to be mass-produced, it exceeded all expectations. Because with its compact and handy format, it opened up a whole new range of new photographic applications. All around the globe, under the motto "100 Years of Leica: Witness to a Century", Leica Camera AG will be celebrating this camera, which revolutionised the world of photography. Cultural projects and extraordinary special-edition products will be launched throughout the year at international events organised by the Leica national subsidiaries in the major cities of Dubai, Milan, New York, Shanghai and Tokyo. The anniversary week, taking place in Wetzlar, the company's headquarters, in June, marks the high point of the celebrations. On top of that, visitors can look forward to top-class 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 products with a company history stretching back over 150 years. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented 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 has 2,400 employees on its books and posted revenues of EUR 554 million in financial year 2023/24.

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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