



## Press Release

### **Poltrona Frau and Leica Camera AG present custom design product of Designer Home Cinema Furniture**

**The special edition of the Fidelio Multimedia Cabinet, featuring an integrated screen, has been designed specifically for the Leica Cine 1 (100") laser TV**

**Wetzlar, 1 April 2025.** Italian designer furniture maker Poltrona Frau and Leica Camera AG are announcing their collaboration at the Milan Design Week 2025. With a special edition of the Fidelio Multimedia Cabinet from Poltrona Frau's collection, the two manufacturers from the premium segment are presenting a stylish home cinema solution that has been specially designed for the smart Leica Cine 1 laser TV, which comes with a 100" projection screen. The Fidelio Multimedia Cabinet designed by Roberto Lazzeroni in 2018, represents an absolute highlight in interior design: sophisticated elegance meets innovative technology, transforming home entertainment into an unmatched cinematic experience with Leica premium image quality.

As a custom edition, Fidelio Multimedia Cabinet has been customised to suit the Leica Cine 1, in addition to being adapted to its functionality. When switched on, the laser TV automatically sets the optimum projection distance, with the integrated, motorised screen extending simultaneously. When the Cine 1 is switched off, the screen completely retracts into the top of the cabinet, and the piece of furniture reveals its elegant original design. Just like the Leica Cine 1, which won the iF design Award for its product aesthetics, the Fidelio Multimedia Cabinet impresses with its high-quality materials. The substructure and the top cabinet are made of birch plywood and ash. The drawer fronts and the sides of the cabinet are covered with high-quality Pelle Frau® Saddle leather, featuring either contrasting or tone-on-tone stitching. The cable duct is integrated into the multimedia cabinet, thereby simplifying the process of connecting electronic devices via a removable plate at the back. Adjustable feet made of solid ash wood with rubber toe caps, positioned centrally under the two side drawers, complete the Poltrona Frau | Leica Fidelio Multimedia Cabinet, highlighting the design's lightness and openness.

Matthias Harsch, CEO of Leica Camera AG: "Our collaboration with Poltrona Frau seamlessly blends Leica's precision engineering with the refined elegance of Italian craftsmanship. Integrated into the



Fidelio Multimedia Cabinet, the Leica Cine 1 offers an exclusive home cinema experience - combining cinematic excellence, extraordinary design, and a unique living ambiance."

"With the home cinema version of the Fidelio Multimedia Cabinet, Poltrona Frau confirms its commitment to harnessing contemporary trends and lifestyles – says Nicola Coropulis, CEO of Poltrona Frau – in order to offer an all-encompassing living experience, which is not limited to single pieces of furniture, but which aims to create an ideal environment for every at-home occasion. In this spirit, we have chosen Leica for its unrivaled expertise in optical precision and cutting-edge projection technology, ensuring an immersive and high-quality visual experience."

The Leica Cine 1 is an ultra-short-throw laser TV that brings cinematic quality right into your own home. With its innovative triple-RGB laser technology, the laser TV produces exceptionally bright and vivid images, with a lifespan of over 25,000 hours. The Summicron lens, which was developed according to the legendary Leica Standards, ensures unparalleled optical performance. The advanced technology is complemented by Leica Image Optimization (LIO™), which ensures superior colour accuracy, contrast and image sharpness. Together with Atmos® surround sound, it creates a truly authentic cinematic atmosphere. Its smart TV features allow for seamless connection with streaming platforms, voice control and Apple AirPlay to enable a fully integrated entertainment experience.

The Fidelio Multimedia Cabinet for the Leica Cine 1 (100") is now available worldwide in all Poltrona Frau flagship stores and from selected authorised retailers, as well as online from the Poltrona Frau e-shop in chosen European countries. Further information is available at: [www.poltronafrau.it](http://www.poltronafrau.it).

The Leica Cine 1 is available in Leica Stores, the Leica Online Store and from selected TV/hi-fi and home cinema retailers in Europe, the United States, Australia, New Zealand, China, Singapore, the United Arab Emirates and Qatar. The Fidelio Multimedia Cabinet and the Leica Cine 1 are designed to work together but are sold separately.

### **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 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).

### **About Poltrona Frau**

Poltrona Frau has been a leader in high-end furnishings since 1912, evolving into a global brand with three distinct business units dedicated to crafting unique design solutions for life's most memorable moments. Its headquarters and core operations are based in Tolentino, in the Marche region of Italy.

The **Residential Living Business Unit** values artistic aptitude and meticulous construction, using only the highest-quality noble materials, like Pelle Frau® leather, for high-end products, accessories and complements for indoor, outdoor and office. The search for style has led Poltrona Frau to create classic pieces that express a unique elegance that is as universal as it is intimate and personal, from Chester and Vanity Fair, designed by company founder Renzo Frau, to Dezza by Gio Ponti and Titano, a project by Pierluigi Cerri that won the brand its first Compasso d'Oro industrial design award. The brand today collaborates with international designers including Faye Toogood, Jean-Marie Massaud, Ludovica Serafini + Roberto Palomba, Roberto Lazzeroni, GamFratesi, Sebastien Herkner and Neri&Hu.

Born in 1985, the **Interiors in Motion Business Unit** develops distinctive interiors for the luxury automotive, aviation, rail and yachting sectors. With three production facilities located in Tolentino, Montegranaro, (both in the Marche Region), and Coventry—following the acquisition of KJ Ryan in the UK—it leverages its global presence to enhance its offerings. Thanks to continuous research in materials, advanced technologies and processes, it has gained a unique competence capable of blending the tradition of craftsmanship and attention to detail with proven design, product development and supply chain management capabilities. It operates as an integrated tier-1 supplier for many of its clients and has collaborated with many of the world's most prestigious brands including Bugatti, Etihad Airways, Ferrari, Ferretti Yachts, Jaguar Land Rover, Lamborghini, Lucid Motors, McLaren, Pagani, Pershing, Riva, Singapore Airlines and Wally.

The **Custom Interiors Business Unit** focuses on creating purpose-designed contract solutions for auditoriums, theatres, airports, public spaces, offices, retail showrooms, hotels and the marine sector, working closely with the very best names in architecture and international design. With a roster of over 5000 custom projects around the world, it has been chosen by the likes of Renzo Piano, Foster+Partners, Frank O. Gehry, Jean Nouvel, Zaha Hadid Studio and David Chipperfield bring to life many of the world's most iconic design projects.



Discover more on [www.poltronafrau.com](http://www.poltronafrau.com)

**Please find further information at:**

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