



## Press Release

### Viltrox joins the L-Mount Alliance and utilise the L-Mount standard developed by Leica Camera AG in future product development

**Wetzlar, 1 September 2025** As a new member Viltrox is the 10th 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, Blackmagic Design and SIRUI. This collaboration enables Viltrox 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 sophisticated L-Mount technology, resulting in a constantly growing portfolio of cameras and lenses from all existing and new alliance partners, currently comprising over 20 cameras and more than 120 lenses. 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 has been a key pillar of Leica Camera AG’s strategy from the beginning, standing for openness, innovation, and the highest standards in photography. With its bayonet system, it offers outstanding flexibility across a wide range of photographic and videographic applications. By welcoming Viltrox as a new member, we are strengthening our network with a highly regarded partner that shares our vision of a forward-looking and versatile system. Viltrox contributes valuable expertise in high-quality lens development and brings fresh momentum to our ecosystem. Together, we aim to offer photographers and filmmakers an even more comprehensive and flexible system that meets the most demanding requirements.”

DAI JINHUI (Daniel Dai), CEO at Viltrox: “Viltrox has joined the L-Mount Alliance, further expanding the system’s reach with high-quality, versatile, and accessible lenses. This collaboration complements Leica’s portfolio by inspiring a new generation of creators—from passionate enthusiasts to seasoned professionals—while reinforcing a dynamic and inclusive ecosystem alongside Alliance partners DJI, Panasonic, Blackmagic Design, and Sigma.”

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, SIRUI and Viltrox. 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 their full performance potentials of the lenses. Further information can be found under: [www.l-mount.com](http://www.l-mount.com)

#### About Viltrox

Viltrox, established in 2009, is a globally recognized leader in camera lenses and adapters, specializing in high-performance equipment for photography and cine. Its portfolio includes cinema and autofocus lenses - such as the LAB, Pro, and Air series launched since 2018 - along with monitors, adapters, and lighting solutions. Driven by innovation, the company expanded further into cine in 2022 with the "EPIC" anamorphic and "LUNA" zoom lenses, offering cost-effective solutions for filmmakers worldwide. Renowned for their exceptional optical quality, reliability, and accessible pricing, Viltrox products reflect a commitment to engineering excellence and user-centered design, empowering content creators across still and motion photography domains.

#### 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 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).

**Please find further information at:**

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