



# Press Release

## Leica | USM Cine Collection

New multimedia furniture collection combines iconic design with Leica Cinema TV technology for workspaces and living environments

**Wetzlar, 25 September 2025** – With the Leica | USM Cine Collection II, Swiss furniture manufacturer USM and Leica Camera AG are continuing their collaboration, which was launched in 2024, presenting a new collection of multimedia furniture for the ultra-short-throw Cinema TV Leica Cine 1. The jointly developed Leica | USM Cine Collection focuses on two key areas of life: the office as a creative workspace and the living room as a space for an immersive cinematic atmosphere. Four sideboard model lines – cleverly constructed to conceal technology while uniting functionality and design – bring iconic furniture aesthetics into harmony with premium Leica Cinema TV technology.

The Leica | USM Cine Collection offers a line of modular USM sideboards tailored to the Leica Cine 1 for modern working environments and structured workspaces. In combination with the Leica Cinema TV and its integrated motorised screen for 100- or 120-inch projection sizes, this creates an ideal solution for conference and meeting rooms. While the timeless furniture discreetly conceals cables and connections behind its panel, lending the room a distinguished character, the Cine 1 delivers 4K-quality projections. Its advanced triple RGB laser technology ensures not only high-contrast images but also eye-friendly projection – even over extended viewing periods. After use, the motorised high-contrast screen retracts smoothly into the furniture, which lends the room a clean and premium aesthetic when the technology is switched off. In this way, the Leica | USM Cine Collection II combines modular furniture construction, integrated screen solutions and cutting-edge imaging technology into a professional ensemble that unites functionality and design.

The second Leica | USM Cine Collection transforms the living room into a home entertainment experience together with the Leica Cine 1. The elegant, timeless and modular sideboard incorporates cable management, connections and the integrated motorised screen. When the projector is in standby mode, the screen retracts into the furniture, freeing up the wall behind it – ideal for artwork and other displays – and creating harmonious spatial aesthetics. With two versions tailored to 100- and 120-inch image sizes, USM and Leica offer a bespoke solution to suit any interior design where technology and aesthetics form a seamless single unit.



The Leica | USM Cine Collection is now available from authorised USM retailers in Germany, Switzerland, Austria, Italy, France, the UK, USA, China and Singapore. All four multimedia furniture models, each including an integrated screen for either 100- or 120-inch projection, are available in 14 timeless colour finishes from USM. More information can be found at [www.usm.com](http://www.usm.com).

The Leica Cine 1 is available in 100- and 120-inch projection sizes from Leica Stores, the Leica Online Store and selected TV/Hi-Fi and home cinema retailers. The Leica | USM Cine Collection and the Leica Cine 1 are designed to complement each other but are sold separately.

### **Leica Cine 1**

The Leica Cine 1 brings legendary Leica image quality into the living room. This ultra-short-throw laser TV projects in brilliant 4K resolution and uses cutting-edge triple RGB laser technology for razor-sharp, colour-rich images. Dolby Atmos® surround sound completes the experience, creating a true home cinema – compact, elegant and embodying the iconic Leica design. Its smart TV features allow for seamless connection with streaming platforms, voice control and Apple AirPlay to enable a fully integrated entertainment experience.

### **USM Modular Furniture Systems**

USM has been synonymous with timeless design and maximum flexibility for 60 years. The modular system grows with its users' needs and can be reconfigured time and time again. Whether a feature of the office or at home, USM furniture combines clean aesthetics, durability and functionality – creating environments where technology is seamlessly integrated and organisation becomes part of the design.

### **About Leica Camera**

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. 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, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

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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