



## Press Release

### Leica Introduces First International Smartphone with the Leica Leitzphone Powered by Xiaomi

A revolutionary imaging tool, designed for those who see what truly matters – crafted by Leica, powered by Xiaomi.

**Barcelona, 28 February 2026** – Leica Camera AG today introduces its first international smartphone with the Leica Leitzphone powered by Xiaomi. This premium smartphone brings Leica design language, imaging expertise and photographic philosophy into the realm of mobile photography.

Leica has been enabling the creation of meaningful images for more than a century – guided by precision, clarity and a deep respect for the photographic moment. As photography has evolved, Leica has continuously explored new ways to bring its expertise into emerging fields. Mobile imaging has long been part of this journey, understood not as a departure from classic photography, but as an opportunity to complement and extend it.

With the Leitzphone, Leica translates this commitment into a device designed for everyday use. It reflects a belief that photography today happens across contexts – sometimes with a camera, sometimes in the immediacy of a mobile moment – and that each situation deserves the same dedication to image quality, intent and authenticity.

“The Leica Leitzphone demonstrates our vision for the future of photography”, says Matthias Harsch, CEO of Leica Camera AG. “It brings our design principles, our expertise in image processing and our photographic ethos into everyday life. We remain committed to the passion for photography that has set Leica apart for generations.”

#### **Leica Design and Photographic Intent**

Designed by Leica, the Leitzphone follows the principle of reduction to the essential. The combination of a black fibreglass rear panel with a precisely knurled metal frame results in a restrained and tactile design that is unmistakably Leica. The iconic red dot signifies this authorship as well as Leica’s responsibility for the overall design experience.

The mechanical camera ring is a defining element, which allows you to physically interact with the



device much like you would with a camera. The customisable ring allows continuous control over zoom, exposure value, ISO and shutter speed. It can also be used to select focal length and switch between Leica Looks – encouraging a deliberate and intuitive approach to photography.

### **Advanced Camera System Shaped by Leica Standards**

At the core of the Leitzphone is an advanced triple-camera system, developed to meet Leica standards for optical performance and image quality. Based on the Vario-APO-Summilux 14–100mm f/1.67–2.9 ASPH. lens, the system combines versatility with optical precision across focal lengths. This is especially valuable for telephoto shots with high-contrast edges – such as cityscapes or intimate portraits – where it helps keep chromatic aberrations under control.

The main camera features a 1-inch sensor with LOFIC (Lateral Overflow Integration Capacitor) technology, which significantly expands dynamic range by storing excess charge directly at the pixel level. The periscope telephoto camera uses a large 200-megapixel sensor within a compact optical structure inspired by classic zoom lens designs, enabling optical zoom from 75 to 100mm, autofocus and optical image stabilisation.

### **Leica-Designed UI/UX and Image Aesthetics**

Leica developed the system design and camera user interface of the Leitzphone, including the home screen, camera application and widgets. The camera app integrates thirteen Leica Looks, five Leica bokeh simulations and photo-centric widgets – reflecting Leica’s UI philosophy of clarity, restraint and focus on the image.

A dedicated Leica Essential Mode further emphasises this approach. It includes special modes that digitally reinterpret classic Leica aesthetics, such as a Leica M9-inspired colour profile and a monochrome profile inspired by Leica Monopan film, recreating their characteristic tonal qualities within a contemporary imaging pipeline.

Leica has contributed its optical expertise, colour science and imaging philosophy, while Xiaomi has provided a powerful mobile platform that enables high-performance processing and efficient workflows. The result is a photographic experience defined by tonal depth, natural colour reproduction and visual coherence.

### **Image Authenticity and Protection**

In keeping with Leica’s commitment to photographic integrity, the Leitzphone supports the Content Authenticity Initiative (CAI). A dedicated security chip adds cryptographically secured metadata to



original images, providing proof of origin and copyright protection in accordance with C2PA standards, while also supporting transparency and trust in digital photography.

### **Availability**

The Leica Leitzphone powered by Xiaomi will be available starting today in designated markets via the official Leica website, Leica Stores and through select partner channels. Further technical specifications will be provided in a separate data sheet.

### **Xiaomi 17 Series**

Alongside today's announcement, Leica Camera AG and Xiaomi are introducing the new Xiaomi 17 series. The two models, the Xiaomi 17 and the Xiaomi 17 Ultra, continue the technology partnership and co-engineered series that has been in place since 2022. In doing so, they are advancing the shared vision of mobile photography combined with Leica's signature style by transferring it to two further generations of devices. The focus here is on Leica optics, precise image tuning and image aesthetics characterised by clear detail and natural tones.

Further information on the Xiaomi 17 series can be found in the press kit.

### **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, headquartered in Wetzlar, Germany, and with 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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