



# Press Release

## New Era of Imaging:

### Leica Camera AG and Gpixel Announce Strategic Partnership for Next-Generation Image Sensor Development

**Wetzlar, Germany & Changchun, China, 20 April 2026.** Today, Leica Camera AG and Gpixel, a leading global provider of advanced CMOS image sensors, announce a strategic partnership. Both partners agreed to combine their core competencies in the area of innovative imaging technologies to co-develop a new high performance imaging sensor tailored for next-generation Leica cameras. This collaboration brings together Leica's long-standing expertise in premium imaging and Gpixel's cutting-edge sensor design capabilities to push the boundaries of what is technically possible in digital photography.

The partnership focuses on jointly engineering a bespoke image sensor optimized for Leica's rigorous imaging standards, enabling unprecedented levels of image quality, dynamic range, color fidelity, and low-light performance across future Leica products.

Dr. Andreas Kaufmann, Chairman of the Supervisory Board and majority shareholder Leica Camera AG said: „I am really happy and proud that our long-term cooperation with Gpixel will soon result in a true Leica sensor, incorporating the best ingredients of engineering between Wetzlar, Antwerp and Changchun.”

“At Gpixel, we have always admired Leica's uncompromising approach to craftsmanship and image performance,” said Xinyang Wang, CEO of Gpixel. “Collaborating with Leica gives us the opportunity to combine our sensor-engineering strengths with their legendary imaging heritage. This partnership allows us to co-create a new generation of sensors that will empower photographers with extraordinary image-making capabilities.”

The jointly developed sensor will be purpose-engineered to meet the highest performance requirements in color reproduction, noise optimization, dynamic range, and detail rendering. The collaboration also includes close cooperation in validation, image tuning, and production readiness.



### **About Gpixel**

Gpixel is a global leader in advanced CMOS image sensor solutions, serving industrial, professional, and scientific imaging markets. Known for delivering state-of-the-art performance across a broad portfolio of sensor technologies—from high-resolution and high-speed imaging to low-noise and specialized sensor architectures—Gpixel helps partners across the world bring next-generation imaging products to life.

### **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:**

Leica Camera AG  
Global Corporate Communications  
E-Mail: [press@leica-camera.com](mailto:press@leica-camera.com)  
Internet: [www.leica-camera.com](http://www.leica-camera.com)