



Press information

On 19 May, the Leica Cine Discovery Prize will be awarded in Cannes

During La Semaine de la Critique – part of the Festival de Cannes 2016 – Leica will be awarding its Cine Discovery Prize to newcomers in the world of short films.

Wetzlar, 15 April 2016. Leica Camera AG is an official partner of La Semaine de la Critique du Festival de Cannes (taking place from 11 to 22 May 2016), one of the most influential film festivals in the world. Leica Camera AG and its subsidiary CW Sonderoptic GmbH are official sponsors of the Leica Cine Discovery Prize, which will be awarded as part of La Semaine de la Critique on 19 May and is endowed with a prize in the amount of 4,000 euros. With this prize, the two companies recognise young talents to the world of short films.

Leica Camera AG is working in close cooperation with CW Sonderoptic GmbH, whose headquarters is also in the Leitz Park in the Hessian city of Wetzlar, on the development of the Cine lenses. In 2015, the development team at CW Sonderoptic GmbH was honoured with the highest accolade – the Scientific and Engineering Award® of the Academy of Motion Picture Arts and Sciences – for their work on the Leica Summilux-C (Cine) lenses. With Leica Cine lenses, camera operators and creative cinematographers are able to transfer the extraordinary image quality of Leica photography to the medium of moving pictures. Leica Cine lenses were used in the shooting of numerous big Hollywood productions over the last few years, including films such as *Birdman*, *The Theory of Everything*, *X-Men: Days of Future Past*, *Gone Girl* and *Dawn of the Planet of the Apes*.

Dr Andreas Kaufmann: ‘Supporting talents in the realms of photography and moving pictures has always been important to us. That’s why we are especially excited about our partnership with La Semaine de la Critique, which takes place as part of the renowned

festival in Cannes.’

Gerhard Baier, Managing Director of CW Sonderoptic GmbH: ‘We are pleased to be able to give special esteem in the form of the Leica Cine Discovery Prize to the large number of films that were filmed using Leica Cine lenses and that will take to the silver screen at the Festival de Cannes. As part of La Semaine de la Critique, we enjoy meeting young talents from the film industry in order to talk to them personally.’

About Leica Camera

Leica Camera AG is an internationally operating premium-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. Combined with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception to this day. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Italy, Australia, and the USA. New and innovative products have been the driving force behind the company’s positive development in recent years.

About CW Sonderoptic

CW Sonderoptic GmbH is an internationally active manufacturer of premium lenses for film and television production under the Leica brand. Currently, two product lines – Summilux-C (T1.4) and Summicron-C (T2.0) – are manufactured and sold worldwide. With both products, CW Sonderoptic GmbH has placed itself in the premium segment of the respective markets and its innovations set the bar for image composition. CW Sonderoptic GmbH is headquartered in the Hessian city of Wetzlar.

For more information, please contact:

Julia Hartner
Corporate Communications
Leica Camera AG
Telefon +49 (0)6441 2080 512
julia.hartner@leica-camera.com

Tommaso Vergallo
CW Sonderoptic GmbH
Representative Cine Products
Telefon +33 6 25 35 23 35
tommaso.vergallo@cw-sonderoptic.de