



Press information

Leica celebrates the 10th anniversary of the digital rangefinder camera

Wetzlar, 30 June 2016. It is now ten years since Leica Camera AG brought M-Photography into the digital age and set an important milestone within the legendary Leica M rangefinder system. The company is now celebrating the 10th anniversary of this event with attractive offers on products from the Leica M portfolio.

The launch of the Leica M8 in 2006 was the beginning of a new era. As the first ever digital rangefinder camera, it carried the characteristic features of this unique focusing technology forward into the world of digital photography. Later models, such as the Leica M9 from 2009, the first Leica rangefinder camera with a full-frame sensor, began new chapters in this story of success and repeatedly set new standards with innovative features and functions that by no means ignored the basic principles of the Leica M-System. Thanks to this, all digital M models produced over the past ten years have one thing in common: they unite the opportunities offered by innovative digital technology and decades of continuous improvement of the rangefinder concept to enable even more creative freedom.

The current generation of digital M-Cameras offers five models: the Leica M (Typ 240) with a high-resolution CMOS full-frame sensor, Live View and full HD video, the Leica M-P (Typ 240) with the addition of a sapphire glass monitor screen cover, a frame selection lever and a 2 GB buffer memory, the Leica M (Typ 262), a model that omits Live View and video to concentrate on essential functions, the Leica M-D (Typ 262) without a monitor screen and the Leica M Monochrom (Typ 246) with a black-and-white sensor.

Just like their analogue counterparts, the compact size and extremely low noise level of the digital rangefinder cameras make them ideal for photography at the heart of the action.

Thanks to intuitive controls and an exceptionally user-friendly handling concept, they ensure that photographers can concentrate completely on what's essential – their pictures. The heart-of-the-action immediacy of the rangefinder principle, the consistent concentration on essential photographic needs and the reliable fulfilment of the most stringent demands on quality make the Leica M the preferred instrument for exceptional creative talents. The results of this are iconic photographs by prominent photographers like Nick ùt, Elliott Erwitt and Thomas Hoepker that influence our perception of reality and, with this, our view of the world around us.

The timeless design of a Leica M, the high proportion of manual craftsmanship and the utilisation of finest materials in its construction guarantee robust everyday capabilities and an exceptionally long working life. As products embodying the traditional virtues of the 'Made in Germany' quality seal, M-Models – both analogue and digital – stand for decades of reliability in constant use and enduring value. An important role in this is played by consistent adherence to the principle of system compatibility, which ensures that almost all Leica M-Lenses manufactured since 1954 can be used with the digital Leica M models. This also explains the enormous popularity of all digital rangefinder cameras – from the M8 to the current range of M-Cameras – and their stable prices on the second-hand camera market.

The sum of all these aspects is the basis on which the ongoing success of the M-System is founded. It underlines the cult status that Leica rangefinder cameras have achieved over the past 60 years – a period now including a whole decade in the world of digital photography

Leica Camera AG is celebrating this anniversary with numerous attractive offers on products from the Leica M-System portfolio that are now available in all Leica Stores and from selected authorised dealers.