



Press Information

Leica SOFORT makes photography tangible

The versatile new instant picture camera mediates the fascination of immediately available tangible pictures

Wetzlar, 15 September 2016. Leica Camera AG proudly presents the latest member of its camera family: the Leica SOFORT. The versatile instant picture camera features a unique Leica design and special features, offers quick and easy access to photography and the fascination and unique experience of spontaneous photos that can be seen and shared in seconds. At the same time, Leica brings its photographic expertise and commitment to creativity, ease of handling and quality to the world of Instax instant photography. The creative scope offered by the Leica SOFORT provides opportunities to rediscover instant photography and create small, haptic works of art and lasting memories. It will be celebrating its first public appearance at photokina 2016.

Unique design and more creative capabilities

The Leica SOFORT differs from other instant cameras in a number of essential aspects: the unmistakable styling and look were developed especially for the camera by the Leica design team, and a choice of colours in orange, white and mint reflect the light-hearted fun and fascination of instant photography.

In automatic mode, the Leica SOFORT takes advantage of available natural light for as long as possible without triggering the integrated flash. This results in pictures with a much more authentic and natural look.

In addition to the modes Automatic, Party & People, Sport & Action, Macro and creative programmes for multiple and time exposures, the Leica Sofort also offers a mode for self-

portraits and a self-timer with two different delays. To ensure best results every time, the camera automatically adapts parameters such as the exposure time and aperture to the mode the user selects. Flash triggering can either be left entirely to the automatic flash function of the camera, or users can turn it on or off, depending on the pictures they want to take. To make things easier when shooting self-portraits, the Leica SOFORT also features a rectangular mirror on the front.

With the Leica SOFORT, the focusing distance can be set independently from the selected programme mode. Depending on the standard or long distance setting and the mode chosen, this brings even more creative freedom when shooting with the camera.

Bright colours or black-and-white

In addition to colour film, Leica also offers a monochrome film for users who feel more at home in the world of black-and-white photography. To reflect the nostalgic character of instant photography, the frames of Leica SOFORT photos are kept in a warm shade of cream. Colour and monochrome films will be offered in packs with 10 exposures and colour film will also be available in double packs for 20 pictures.

Accessories for individualists

A comprehensive range of accessories for both the camera and its pictures is offered for the Leica SOFORT. Safe and simple carrying of the camera is guaranteed by the range of Leica SOFORT Straps in the colours mint, orange and black & white, while classy Leica SOFORT cases are available in the colours black or brown to protect the camera.

Leica Camera also offers a range of colourful and practical options for presenting the pictures: Leica SOFORT Postcards will be offered in sets of three. Each card has a different design and enables the integration of a picture. The Leica SOFORT Photo Presenter can be filled with photos and placed on a flat surface as a decorative object or for presentation of the pictures. For anyone wishing to revel in memories, the Leica SOFORT Photo Album is the classic solution for showing and sharing pictures and keeping them safe.

The Leica SOFORT Storage Boxes in mint/black, white/black and orange/black

combinations round off the range of accessories and are the ideal solution for safely storing your favourite pictures. The boxes will be available as sets of three – each set contains all three colour combinations.

Leica SOFORT camera (white, orange or mint)

Available from November 2016

Consumables (available from November 2016)

Colour film (pack with 10 exposures)

Colour film (double pack with 20 exposures)

Monochrome film (pack with 10 exposures)

Technical features

Leica SOFORT

Aperture / Focal length:

60mm f/12.7 (34mm in 35mm equiv.)

Focusing Area:

Standard: 0,6m - 3m
3 Focus Steps: 0,3-0,6m (Macro) / 0,6 m - 3m (Standard) / 3m - infinity (Landscape)

Shutter Speed:

1/8 - 1/400 sec (Mechanical shutter)

Viewfinder:

Optical real image viewfinder 0,37x with target spot and parallax compensation for macro mode

Mode Dial / Mode Button:

Automatic, Selfie, People&Party, Action&Sport, Bulb, Macro, Self-Timer, Double Exp.

Exposure / Exposure Comp.:

Time automatic / -0,7 EV / 0,0 EV / +0,7 EV

Light Metering:

Automatic exposure control LV 5.0 - LV 15.5 (ISO 800)

ISO Sensitivity:

ISO 800 Instax film

Self-Timer:

2 sec / 10 sec

Built-in Flash:

Automatic electronic flash with auto brightness adjustment.
Modes: Auto, Forced On, Forced Off, Forced On w. red-eye reduction

Power:

Li-ion battery pack (3.7V, 740mAh, 2.6 Wh) (included)

Battery Life (Approx.):

100 pictures at 20° C