



Press Information

Leica Camera AG returns for the second year as official partner of 'La Semaine de la Critique' du Festival de Cannes 2017

The company will be honouring the best newcomer at the internationally acclaimed film festival in Cannes, France, with the 'Leica Cine Discovery Prize'.

Wetzlar, 25 April 2017. This year, Leica Camera AG is returning to its role as Official Partner of 'La Semaine de la Critique' du Festival de Cannes for the second time in succession, and will be awarding the 'Leica Cine Discovery Prize' together with its affiliate CW Sonderoptic GmbH.

The 'La Semaine de la Critique' (taking place from 18 to 26 May 2017) focuses on the work of young and innovative filmmakers and is considered to be one of the world's most influential film festivals. As in the previous year, Leica Camera AG and its affiliate, CW Sonderoptic GmbH, will be awarding the 'Leica Cine Discovery Prize' to express their commitment to supporting and promoting young talents. In the course of the festival, the two companies will be presenting the prize with a cash value of 4,000 euros to the best newcomer in the category 'Short Film' on 25 May 2017.

'Following last year's success, we are particularly pleased to be able to return to this year's prestigious 'La Semaine de la Critique' film festival in the role of Official Partner 2017. The promotion and support of young talents in the fields of photography and moving pictures has always been close to our hearts. Awarding the 'Leica Cine Discovery Prize' to outstanding newcomers expresses our particular appreciation of their work', explains Dr. Andreas Kaufmann, majority shareholder and chairman of the supervisory board of Leica Camera AG.

Gerhard Baier, Managing Director of CW Sonderoptic GmbH: 'Our Leica Cine lenses enable camera operators and creative cinematographers to transfer the extraordinary image quality and iconic look of Leica photography to the medium of moving pictures. For us, 'La Semaine de la Critique' is a wonderful opportunity to come into direct contact with young talents of the film industry from all cultural backgrounds and exchange views on the future of moving pictures.'

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 visualization 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 is internationally represented by its branch offices in Australia, China, France, Italy, Japan, Singapore, South Korea, Switzerland, the United Kingdom 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.

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