



Press Information

Aesthetic sound tools: Leica Camera and Master & Dynamic create premium headphones for the '0.95' brand accessories collection.

Wetzlar, 27 April 2017. Exceptional imaging performance meets exquisite audio quality: Leica Camera AG has been able to gain Master & Dynamic, the US-American manufacturer of premium headphones and audio accessories, as a partner for the '0.95' brand.

With 'Master & Dynamic for 0.95', the New York based manufacturer has collaborated with Leica on the creation of a range of three attractive pairs of headphones that fulfill even the highest expectations with regard to audio quality and aesthetic design. All products of the collection feature the '0.95' logo and are manufactured with premium materials such as soft and supple cowhide leather and components made of stainless steel. The refined red acoustic mesh and the 'Designed with Leica Camera AG' engraving underline the collaboration which went into this creative joint venture. Smallest details, such as the knurling known of the dials of the camera controls and the signature red glass dot, borrowed from the legendary Leica lenses, round off the overall appearance of this design collaboration.

Three models from the Master & Dynamics model portfolio serve as the basis for this jointly produced collection: The MW60 wireless over ear headphones, the MH40 over ear headphones and the brass version of the ME05 earphones.

MASTER & DYNAMIC FOR 0.95

MW60 WIRELESS OVER-EAR HEADPHONES

The Master & Dynamic Model MW60B-95 is the perfect companion for embarking on a journey of discovery. Every detail is considered including 45 mm custom neodymium drivers, exposed all-aluminum antenna for best-in-class signal range and connectivity as

well as a 16-hour lithium ion rechargeable battery.

MASTER & DYNAMIC FOR 0.95

MH40 OVER-EAR HEADPHONES

Enjoy the sights and sounds of your travels with your Master & Dynamic Model MH40B-95. 45 mm custom neodymium drivers provide a rich, warm sound experience. Two cables and dual input/output ports allow for two travelers to share the same audio device or watch a favorite movie together on one tablet.

MASTER & DYNAMIC FOR 0.95

ME05 EARPHONES

Reduce weight, relax and enjoy ME05B-95 earphones. Made of black chrome over a solid brass body, the earphones feature a distinctive form with ergonomic and elegant details and benefit from the acoustic properties of brass. The ME05B-95 earphones utilize custom 8mm drivers for superb sound quality and are custom machined like all Leica products. Balanced weight distribution ensures a snug, comfortable fit.

The range is complemented by specially designed headphone stands realized in the course of the collaboration for stylish safekeeping of the headphones when not in use.

The brand 0.95

Under its brand '0.95', Leica Camera AG presents a collection of premium accessories that unite extraordinary quality and iconic product design. 0.95 is an homage to the world's fastest aspherical lens - the Leica Noctilux-M 50 mm f/0.95 ASPH - and stands for the commitment to exceeding what is technically possible. All products of this brand therefore also have a unique character and the ability to surprise and delight their owners. They embody Leica's passion for transforming innovative technologies and materials into tangible experiences that fulfil the highest expectations - within and beyond the world of photographic tools.

The 'Master & Dynamic for 0.95' collection will be available in Leica Stores, from authorized Leica dealers and from the Master & Dynamic online shop from 11 May 2017.

About Master & Dynamic

Master & Dynamic is a premium audio brand obsessed with sound and creativity. It is a New York City-based company with a deep passion for building beautifully crafted, richly appointed, and technically sophisticated sound tools for creative minds. Its collection of headphones is tuned to provide a rich warm sound that perfectly captures the exceptional detail of well recorded music. Master & Dynamic sees its headphones as modern thinking caps: tools to help focus, inspire and transport your mind. Designed for decades of use, Master & Dynamic products are engineered to last, utilizing only the finest materials such as premium leathers and stainless steel, which create the perfect balance of aesthetics, strength, comfort and sound. View the entire collection at www.masterdynamic.com.

About Leica Camera

Leica Camera AG is an internationally operating premium manufacturer of cameras and sport optics products. The Leica legend is founded on the lenses of the long-established company. Together with innovative technologies, they provide for better images in all concerns of vision and perception. 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, England, France, Italy, Japan, Switzerland, Singapore, South Korea and the USA. New, innovative products have pushed the company's recent positive development.