



## Press information

### **Leica Q 'Snow' by Iouri Podladtchikov:**

#### **The Swiss snowboarder and dedicated Leica photographer designs a special edition**

**Wetzlar, 12 February 2018.** Leica Camera AG presents a version of its high-performance compact camera with the full-frame sensor and fast prime lens: the Leica Q 'Snow' by Iouri Podladtchikov. This limited edition has been created in collaboration with Swiss world champion snowboarder (halfpipe) Iouri Podladtchikov, whose own ideas inspired the design of the camera.

The Leica Q 'Snow' by Iouri Podladtchikov is based on the colour version of the Leica Q with a silver anodised top deck and baseplate and controls on the top deck in silver. The design concept also features a new accessory shoe cover made from aluminium. The highlights of the special edition include the pure white trim in premium real leather that gives it its name. The edition is also strictly limited to only 300 examples for the worldwide market, each of which bears a special serial number. In the words of the dedicated Leica photographer: 'As a brand ambassador, it's a fascinating feeling to have inspired a special edition of a camera, but I also see it as an enormous responsibility'. His choice of the colour therefore has a number of facets: white doesn't just mean snow, the obvious choice for a snowboarder. 'White – for me, that also means 'carte blanche' – it's up to you. It's time to get creative', says Iouri Podladtchikov, who has already published two books of his photography and will soon be opening his own studio.

The Leica Q 'Snow' by Iouri Podladtchikov is presented as a set complete with a case in soft white leather and a colour-matched carrying strap and will be available from March 2018.

The technical specifications of the Leica Q 'Snow' by Iouri Podladtchikov are identical to those of the standard model of the Leica Q. Thanks to its particularly fast Leica Summilux 28 mm f/1.7 ASPH. lens, the camera is perfect for photography in low light, for street photography, architecture and landscapes. To permit reliable control of subject composition, the Leica Q also features an integrated viewfinder with a resolution of 3.68 MP. Even the finest details of every exposure are displayed without any perceptible lag as soon as the camera is brought up to the user's eye.

All functions of the camera are clearly laid out and logically placed to guarantee perfect ergonomics. Its clear and logical menu concept provides rapid access to all essential functions and enables users to programme personalised settings.

The Leica Q also delivers video recordings in full-HD quality. Depending on the scene and subject, users can choose between 30 and 60 full frames per second for video recording in MP4 format. The camera also features an integrated Wi-Fi module for wireless transmission of still pictures and video and remote control by WLAN from a smartphone or a tablet with the Leica Q App.