



## Press Information

### **photokina 2018: Visitors to the Leica Camera stand in Hall 2.2 can look forward to a discovering a comprehensive portfolio of products and services**

**Wetzlar, 6 September 2018.** The focus of Leica's appearance at photokina 2018 in Cologne is not only set on the extremely diverse product portfolio of the traditional manufacturer from Wetzlar, but also on the Leitz Park itself. At Leica, everything has always revolved around the picture, the school of visualisation, the history of photography, the vibrancy of photographic culture and the people behind the cameras – in other words, DAS WESENTLICHE. Since the opening of the Leitz Park complex on 15 June 2018, all this is now a visible and tangible experience.

In the open-plan, newly conceived Leica stand in Hall 2.2, visitors can find information and comprehensive advice about the broad spectrum of Leica products and services for all photographic applications and scenarios. The demonstration area has now been split into thematic areas to provide easier orientation for professionals, amateurs and other visitors interested in particular Leica products or services.

While the 'Professional' area concentrates on the Leica S and its lenses and products from Sinar Photography, the 'Systems' area focuses on the Leica SL, the Leica M and the APS-C cameras of the Leica CL and Leica TL systems – and, of course, the full range of corresponding Leica precision lenses. The 'Compact' area is dedicated to the Leica Q, Leica D-Lux, Leica V-Lux, Leica X-U and Leica C-Lux cameras and the Leica Sofort instant picture camera.

In addition to the products from the world of Leica photography, visitors to the Leica stand can also find comprehensive information about the Leica Sport Optics product portfolio, the Leica Akademie Germany and Leica Customer Care. Members of the Leica photokina team will also be available to tell visitors all about the Leitz-Park and its extensive range of fascinating topics from the world of photography. For the duration of photokina 2018, Leitz Park is offering an exclusive, two-day offer as a special highlight for visitors with a passion for photography.