



Press Information

Leica M10-P 'ASC 100 Edition': The M for cinematographers

Wetzlar, 11 February 2019. With the M10-P 'ASC 100 Edition', Leica has created a fitting tribute to the world of cinema on the occasion of the 100th anniversary of the founding of the American Society of Cinematographers. Comprising a Leica M10-P camera and a Leica Summicron-M 35 f/2 ASPH. lens, the set offers two specially tailored cine-look modes that make it an exclusive and professional tool for cinematographers and filmmakers. The set also includes a Leica VISOFLEX electronic accessory viewfinder and a Leica M-PL-Mount Adapter that enables the use of almost all PL mount cine lenses available on the market on the camera.

Founded in 1919, the American Society of Cinematographers is the world's oldest association for filmmakers, and unites the best professional cinematographers of our times. Just like Leica, this extraordinary society has influenced and shaped how people around the globe see and perceive real and imagined worlds for more than 100 years. In February 2019, the ASC will be presenting its prestigious awards for the 33rd time – an ideal occasion on which to present an exclusive tool for filmmakers: the Leica M10-P 'ASC 100 Edition'.

The authentic Cine Looks that can be chosen from the camera menu have been developed by Leica in collaboration with some of the world's most influential cinematographers and members of the ASC. While the 'ASC Cine Classic' mode simulates a classic, analogue 35 mm cine film look, the 'ASC Contemporary' mode delivers the current digital look of contemporary movies. Aspect ratios used in cinematography can also be selected from the menu. Once activated, the selected aspect ratio is displayed as a bright-line frame in Live View mode. The Leica M10-P 'ASC 100 Edition' enables cinematographers and directors to view and assess scenes with any desired lens before shooting begins.

Together with the Leica FOTOS App, location scouting can, for example, also be made much easier, as results can be shared and discussed immediately with all parties involved in the filming project.

The modern interpretation of Oskar Barnack's original vision of the 'Ur-Leica' as an aid to cinematography is reiterated in the unique design of the Leica M10-P 'ASC 100 Edition': consistently reduced to essentials, the engravings on its black chrome surfaces are also completely in black, and the technical-functional look is carried forward in the leathering, which is similar to that also found on the Leica SL. In contrast to the design of the camera, the gold-coloured anodised finish of the version of the LEICA SUMMICRON-M 35 f/2 ASPH. lens contained in the set reinterprets the brass of the lens of the original 'Ur-Leica' in contemporary guise. The unique looks of the Leica M10-P 'ASC 100 Edition' are further complemented by the ASC logotype on the top plate.

The combination of the electronic viewfinder, PL-mount cine lenses, the Cine Looks and aspect ratio options enables the use of the camera as a director's viewfinder and makes it an extraordinarily versatile and useful tool for filmmakers.

The Leica M10-P 'ASC 100 Edition' will be available from autumn 2019.