



Press Information

Leica SOFORT

The versatile Leica SOFORT instant picture camera is now also available in red.

Wetzlar, 22 November 2019. Leica Camera AG presents the Leica SOFORT in an exciting new colour option: the Leica SOFORT Red. From today, the instant picture camera created by the Leica Design Team is also available in red. The versatile features and creative opportunities offered by the Leica SOFORT let users instantaneously create truly haptic works of art. A camera that impresses not only with exciting design, but also lets its users capture and hold unique moments in their hands within only a few seconds.

In addition to the modes Automatic, Party & People, Sport & Action, Macro and creative programmes for multiple and time exposures, the Leica SOFORT also offers a programme for self-portraits and a self-timer with two different delays. To ensure best results every time, the camera automatically adapts parameters such as the exposure time and aperture to the programme the user selects. Flash triggering can either be left entirely to the automatic flash function of the camera, or users can turn it on or off, depending on the pictures they want to take. To make things easier when shooting self-portraits, the Leica SOFORT also features a rectangular mirror on the front. The focusing distance of the cameras can be set separately, regardless of the selected programme mode. Depending on the choice of the close-up or long distance setting and the selected programme mode, this means that it offers even more creative freedom when making pictures.

A comprehensive range of accessories is also available for the Leica SOFORT. In addition to colour film, a black-and-white film is also available for the camera. Comfortable and safe carrying of the camera is guaranteed by the range of Leica SOFORT Straps in the

colours mint, orange and black-and-white, while stylish Leica SOFORT cases in a choice of black or brown offer ideal protection for the camera.

Leica offers a variety of practical options for presenting instant pictures: Leica SOFORT Postcards are offered in sets of three. Each card has a different design and enables the integration of a picture. The Leica SOFORT Photo Presenter ring binder can be filled with photos and placed on a flat surface as a decorative object or for the presentation of pictures. For anyone wishing to revel in memories, the Leica SOFORT Photo Album is the classic solution for showing and sharing pictures and keeping them safe. The Leica SOFORT Box Set neatly rounds off the range of accessories with a practical solution for keeping their favourite pictures safe and sound.