



## Press information

### **Leica M10-P 'White':**

**the new colour option comes in a set with a Summilux-M 50 mm f/1.4 ASPH. lens.**

**Wetzlar, 19 December 2019.** Available from today, the Leica M10-P 'White' is a new colour option of the iconic Leica rangefinder camera. The all-white design of the current M10-P camera takes its cue from the extremely popular Leica M8 White Edition released in 2009: The top and bottom plates are finished in white paint and are colour matched with the camera's high-quality, genuine leather trim in white. Silver control elements with engravings picked out in white ideally complement the design concept of the Leica M10-P 'White'.

The Leica M10-P 'White' comes as a set with a silver chrome version of the Summilux-M 50 mm f/1.4 ASPH. lens. The engravings on the lens are also picked out in white to match those of the camera. A genuine leather carrying strap in white with Leica embossing and a white leather case for the lens round off the set. The set is available in a worldwide limited edition of only 350 examples. All Leica M10-P 'White' cameras have their own unique serial number.

The technical specifications of both camera and lens are identical to those of the standard models. Particularly discreet and concentrating entirely on the most essential camera functions, the Leica M10-P embodies the essence of the M-Philosophy. The outstanding feature is the extremely low noise level of its shutter and the quietest shutter release of all M-Cameras ever built. The discreet sound of its almost inaudible shutter makes it the ideal tool for capturing authentic photographs from the heart of life itself. With its handling concept, the Leica M10-P fulfils everything that discerning photographers expect from a Leica M and, in this traditional concentration on essential functions, follows the lead of all past and present Leica M-Cameras.

The Summilux-M 50 mm f/1.4 ASPH. lens ideally complements the Leica M10-P. The lens delivers practically consistent exceptional performance at all apertures and distance settings. Whether used for selective sharpness at short distances, high contrast available light photography or for landscapes with enormous depth of focus, the Summilux-M 50 mm f/1.4 ASPH. lens delivers outstanding results in all situations and superbly fulfils its tasks as a true universal lens.