



Press Information

LEICA D-LUX 7 black:

a new colour version of the high-performance compact camera.

Wetzlar, June 4, 2020. Leica Camera AG presents a new colour version of the Leica D-Lux 7 compact camera. The new Leica D-Lux 7 black, with a discreet black body and lens, will be available from June 4, 2020. The classic look of the compact camera makes it the perfect companion for any occasion, capturing unique moments in stunning image quality.

In its technical specifications, the Leica D-Lux 7 black corresponds to the existing silver series model and impresses with the same extensive equipment package, versatile functions and intuitive operating concept. The powerful compact camera is equipped with the fast zoom lens Leica DC Vario-Summilux 10.9–34 mm f/1.7–2.8 ASPH. (equivalent to 24–75 mm in 35 mm format) and, in combination with the four-thirds sensor, delivers outstanding image quality in all shooting situations. Features such as touch screen, Bluetooth or charging via USB make it an extremely flexible camera that offers photographic freedom and captures every special moment.

By simply connecting to the Leica FOTOS App, the D-Lux 7 can be remotely controlled from the smartphone to transfer the photos to iOS and Android devices. Photographers can then make use of numerous options for sharing their pictures directly in social media or after processing them with an image editing or post-processing app.

As perfect complements to the classic looks of the Leica D-Lux 7, its users can choose from a collection of equally stylish and practical accessories such as exquisite cases, high-quality carrying straps and a practical handgrip.

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality, German craftsmanship and German industrial design, together with a long standing tradition of innovative technologies. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal and operates its own worldwide network of regional organisations, Leica Retail Stores, Leica Galleries and Leica Akademies.