



## Press Information

### **Leica M10-P “Reporter”: A homage to the great reportage photographers of our time**

**Wetzlar, January 21, 2021.** As part of the celebrations marking the 40th anniversary of the Leica Oskar Barnack Award, Leica Camera AG presents a special design variant of the Leica M10-P: the M10-P “Reporter” is an uncompromising reportage camera, suitable for even the most challenging conditions. Many Leica cameras throughout the company’s history have been developed with the needs of press and reportage photographers in mind. This is illustrated by exceptional models such as the Leica 250 of 1933, whose film cassette accommodated 250 exposures, or the Leica MP of 1956 – a Leica M3 variant which was equipped with the Leicavit rapid winder, following the suggestions of renowned photographers Alfred Eisenstaedt (1898–1995) and David Douglas Duncan (1916–2018).

With its dark green, particularly scratch-resistant finish and Kevlar camera trim, the Leica M10-P “Reporter” brings to mind the extremely challenging conditions under which many of the most remarkable reportages of our time were created. Kevlar is a synthetic fibre frequently used in the production of ballistic protective clothing. Through exposure to natural UV rays, the camera’s body armour will gradually turn the same colour as its top and base plate. The armour’s diamond-weave texture makes the Leica M10-P “Reporter” especially grippy and comfortable to hold. All of the camera’s engravings are inlaid in light green, resulting in a more discreet effect than the white inlays customarily used on black-finish cameras. In terms of its technical specifications, the M10-P “Reporter” is identical to the serially produced Leica M10-P. The Leica M10-P “Reporter” is available at specialist retailers. A total of 450 units of the Leica M10-P “Reporter” will be available worldwide.

#### **About Leica Camera**

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.