



Press information

Leica Camera AG and Sharp Corporation announce technology partnership in the smartphone photography segment for the Japanese market

Wetzlar, 17 May 2021. Today, Leica Camera AG and Sharp Corporation announced the establishment of a long-term technology partnership and presented the first AQUOS R6 Smartphone 'co-engineered with Leica' for the Japanese market. Both companies are working in close collaboration in the field of optical engineering and the development of innovative solutions for the achievement of best possible imaging quality in the smartphone photography segment.

The AQUOS R6 'co-engineered with Leica' has been developed exclusively for the Japanese market. This smartphone impresses with an exceptionally large 1-inch sensor. In combination with integrated Leica lens technology, this not only ensures excellent picture quality on the end-device, but also enables the production of outstanding quality prints.

Since its founding in 1912, Sharp has been responsible for continuous innovation in numerous product categories. With cutting-edge technologies and absolute commitment to highest standards of quality and design, the products manufactured by Sharp stand for best entertainment, maximum convenience and new perspectives.

For more than 100 years, the Leica brand has been synonymous with photographic excellence, best image quality and the finest German design and engineering. The company manufactures premium quality cameras and lenses and its precision tools continue to impress both professional photographers and newcomers in all areas of photography. An integral part of the Leica brand culture is the diversity of activities the company undertakes for the advancement of photography – since the beginning, this long-established company

has promoted both established photographers and up-and-coming young talent from around the world.

Shigeru Kobayashi, General Manager of SHARP Personal Communications Division: 'We are thrilled to unveil the AQUOS R6, which has the world's largest 1-inch-sensor camera. Sharp couldn't have got to this milestone without the great contribution of Leica Camera AG. With this long term partnership, our companies will bring stunning smartphones with outstanding camera capability and user experience to market.'

'Sharp and Leica share a strong sense of tradition that is paired with the pursuit of technical innovation of the highest quality. I am very pleased about the partnership with Sharp and its first result – the new smartphone, the AQUOS R6 'co-engineered with Leica', says Dr Andreas Kaufmann, Majority Shareholder und Chairman of the Supervisory Board of Leica Camera AG.

Matthias Harsch, CEO of Leica Camera AG, adds: 'The strategic technology partnership between Sharp and Leica demonstrates a shared passion for continually pushing the boundaries of what is technologically possible. Based on the premium standards we both set and our mutual commitment to uncompromising quality, the AQUOS R6 'co-engineered with Leica' is a smartphone that reflects the success of our collaboration and more than fulfils the extremely high expectations of Japanese customers in every respect.'

About Sharp Corporation

Sharp Corporation is a worldwide developer of innovative products and core technologies that play a key role in shaping the future of electronics. Sharp's corporate vision is aligned with the leitmotif 'Changing the world with 8K+5G and AIoT'. 8K-technology enables the creation of images that open up a whole new world of exciting possibilities. AIoT connects people and the community with a combination of artificial intelligence and IoT-technology. Sharp's mission is to continuously revolutionise the world on the basis of this and other innovations. Sharp Corporation employs 51,121 staff worldwide (on 31 December 2020) and registered consolidated annual sales amounting to 2,262,284 million Yen in the fiscal year

ending 31 March 2020.

Further information can be found at: <https://global.sharp/>

About Leica Camera AG

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hessen, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.