



# SALES UPDATE

Memo 2014-11/ June 6, 2013 (Embargoed till June 11, 2013, 9 a.m. EST)



## LEICA X Vario

A visual and tactile experience

Leica Camera proudly presents the Leica X Vario, a compact camera with a difference. Hold the Leica X Vario and you will see and feel why and how it is different to other compact cameras. While providing you with a visual and tactile experience, the Leica X Vario sets new standards for image quality and craftsmanship in compact cameras – synonymous with the Leica tradition.

### KEY BENEFITS

- ▶ Best in class image quality
- ▶ Outstanding build quality, made in Germany
- ▶ Easy operations
- ▶ Excellent versatility

### IMPORTANT FEATURES

- ▶ Newly developed Vario Lens: Leica Elmar 1:3.5–6.4/18–46 mm (28–70 mm equivalent)
- ▶ Newly developed APS-C CMOS Sensor with effective resolution of 16.1 Megapixels
- ▶ Iconic design using high quality materials (milled aluminum top cover)
- ▶ Simple, intuitive controls including manual adjustment
- ▶ Precise and fast Auto Focus
- ▶ Full HD video
- ▶ Connection for high resolution electronic viewfinder for new photographic perspectives
- ▶ Adobe Photoshop Lightroom, the comprehensive solution for modern digital photography

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### OUTSTANDING IMAGE QUALITY

The Leica Vario-Elmar 28-70 mm f/3.5 – 6.4 ASPH (35 mm equivalent) and the APS-C CMOS sensor ensures images of unsurpassed brilliance. The size and quality of the sensor means low image noise, high dynamic range and accurate color reproduction. The wide-angle to telephoto zoom range of the Leica X Vario offers photographers the options for many more creative compositions: indoor scenes, impressive landscapes or intimate portraits. The Leica X Vario allows users to change focal length easily and quickly to spontaneously capture the perfect moment giving the user the feel of classic Leica controls. In addition, the autofocus is fast and extremely precise while the switch from autofocus to manual focusing is intuitive – simply move the focusing ring on the lens from MF to AF mode

- Offers enormous creativity options and images of unsurpassed brilliance.



### THE ART OF ENGINEERING – MADE IN GERMANY

The design and finish of the Leica X Vario reflects the ultimate art of engineering with attention to detail and the use of the finest materials. When you first see the Leica X Vario, the Leica DNA will be obvious. A few minutes of handling the Leica X Vario and design characteristics of the Leica M will be apparent including compactness and construction. The top plate is machined from solid aluminum, the process identical to that used for the Leica M. The magnesium and aluminum body feels solid while the soft leather trim provides a comfortable but firm and reassuring grip. The Leica X Vario provides the user with a unique, one of a kind visual and tactile experience which is synonymous with a Leica made in Germany.

- Strong and sturdy. Made in Germany of the finest materials and attention to detail.

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## Leica X Vario's Versatility

With the AF Leica Vario Lens offering an equivalent zoom range covering 28 to 70 mm and full-HD video recording, the Leica X Vario expands the creative options while offering easy and automatic operation. The wide-angle to telephoto zoom range allows photographers many creative composition choices such as nature walks, indoor scenes, impressive landscapes or intimate portraits.



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### INTUITIVE HANDLING

The Leica X Vario offers a simple handling concept which allows the photographer to concentrate on the picture. All functions and controls are clearly laid out, and settings can be changed in an instant to meet the needs of any photographic situation. The user-friendly menu interface displayed on the high-resolution 3" monitor provides a clear overview of all settings at a glance.

- ▶ Clearly laid out functions and controls for easy use combined with a user-friendly menu.



### FULL-HD VIDEO

The Leica X Vario offers a full-HD video recording option with a 1920 x 1080 pixels and 30 full frames per second. A video can be made by simply starting and stopping a single button on the camera's top plate. The full-HD videos can be saved using the MP4 format and uploaded directly to social media or mobile devices without any conversion. An integrated wind-cut filter ensures outstanding audio clarity.

- ▶ HD video at the press of a button.

# LEICA X Vario

## Optional Accessories

There is a line of new technical and non-technical accessories for the Leica X Vario to suit the needs of all photographers. The EVF 2 (catalog # 18753), the Leica SF 24D (catalog # 14444) and the small system case (catalog #18746) are current accessories which can be used with the Leica X Vario.

### HANDGRIP

The optional handgrip allows the photographer to hold the camera with one-hand and provides a better grip and steady handling of the camera. The handgrip can be used with finger loops similar to those used with the Leica M. The finger loops are available in three sizes.



### LENS HOOD

The lens hood is screwed on the front lens thread of the Leica X Vario and improves the contrast by minimizing straylight. The lens hood comes with a traditional full-metal front lens cap.





#### EVER READY CASE

The ever ready case is made from high quality leather. Available in either black or cognac, the simple and elegant design offers a perfect fit while protecting the camera.

#### PROTECTOR

The X Vario Protector is designed for optimal protection when housing the camera. Made of high-quality soft leather, it features striking grips on the back and front for ergonomic handling. The protector is available either in black or cognac.



#### WRIST AND NECK STRAPS

The wrist and neck straps combine quality and ergonomics and can be used with the Leica X or M cameras. With its integrated protection flap, the camera is secured from scratches. The wrist and neck straps are available in black and cognac.





## LEICA X Vario Pricing

Cat. #	Description	UPC Code	Available from	Retail Price
18430	Leica X Vario	799429184308	June 11, 2013	\$2,850.00
18774	Leica X Vario Lens Hood	799429187743	June 11, 2013	\$140.00
18766	Leica X Vario Hand Grip	799429187668	June 11, 2013	\$160.00
18778	Leica X Vario ER Case, Black Leather	799429187781	June 11, 2013	\$240.00
18779	Leica X Vario ER Case, Cognac Leather	799429187798	June 11, 2013	\$240.00
18780	Leica X Vario Camera Protector, Black Leather	799429187804	June 11, 2013	\$140.00
18781	Leica X Vario Camera Protector, Cognac Leather	799429187811	June 11, 2013	\$140.00
18776	Leica M & X Carrying Strap, Black Leather	799429187767	June 11, 2013	\$125.00
18777	Leica M & X Carrying Strap, Cognac Leather	799429187774	June 11, 2013	\$125.00
18782	Leica M & X Wrist Strap, Black Leather	799429187828	June 11, 2013	\$110.00
18783	Leica M & X Wrist Strap, Cognac Leather	799429187835	June 11, 2013	\$110.00

# LEICA X Vario – Catalog # 18430

## Technical Details

Lens	Leica Vario-Elmar 1:3.5–6.4 (28–70 mm equivalent), 8 lenses in 6 groups, 1 aspherical lens
Focal Length	18–46 mm (28–70 mm film equivalent)
Apertures	3.5 to 16 (at 28 mm) / 6.4 to 16 (at 70 mm) in 1/3 EV increments
Focusing range	30 cm – infinity
Focusing options	1 point, 11 points, spot, face detection
Image sensor	16.5 MP, APS-C, CMOS image sensor (effective 16.1 MP)
Resolution	JPEG format, 16 M – 4928 x 3272 pixels, 12.2 M – 4288 x 2856 pixels, 7 M – 3264 x 2160 pixels, 3 M – 2144 x 1424 pixels, 1.8 M – 1632 x 1080 pixels, DNG: 4944 x 3272 pixels
Image data file format	JPEG super fine, JPEG fine, DNG + JPEF super fine, DNG + JPEG fine
Exposure Control	
Exposure modes	Automatic program (P), program shift, aperture priority (A), shutter speed priority (T) and manual setting (M)
Exposure compensation	Gradation: 3EV in 1/3 EV increments
Automatic exposure bracketing	3 pictures in graduations up to 3 EV, adjustable in 1/3 EV increments
Metering modes	Smart multi-segment metering, center-weighted metering, selective (spot) metering
White balance	Automatic, presets for daylight, cloud, halogen lighting, shade, electronic flash, 2 manual settings, manual color temperature setting, fine adjustment option for all settings
Sensitivity	Automatic, optionally with limits for shutter speed and sensitivity, ISO 100, ISO 200, ISO 400, ISO 800, ISO 1600, ISO 3200, ISO 6400, ISO 12500
Shutter speeds	30s to 1/2000s, with normal flash modes from 1/30s, with flash modes with slower shutter speeds from 30s
Continuous shooting	3 fps of 5 fps, max. 8 consecutive exposures with constant shooting speed in DNG + JPEG fine quality
Color settings	Standard, Vivid, Natural, B&W Natural, B&W High Contrast
Flash modes	Auto, flash exposure correction, red-eye correction, fill-in flash, slow sync, studio, 1st / 2nd curtain sync
Hot shoe	Compatible with Leica SF 24D, Leica SF 58 flash units
Monitor	3" TFT LCD, approx. 920,000 pixels, wide-angle field of view: 100 %
Internal memory	Approx. 110 MB
Memory card	SD, SDHC, SDXC
Interfaces	HDMI out, USB (USB 2.0 high speed), Leica EVF socket
Battery (lithium-ion)	Capacity: approx 450 exposures
Dimensions	Approx. 133 x 73 x 95 mm or
Weight	Approx. 650 / 680 g or 22.9 / 24 oz (without / with battery)
Product includes	Battery (Leica BP-DC8), battery charger (Leica BP-DC8), battery case, leather carrying strap, USB cable, lens cap, user manual
Software	Adobe Photoshop Lightroom (free download option after camera registration)





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For more information on the Leica X Vario:

click on: [http://us.leica-camera.com/photography/new\\_products/](http://us.leica-camera.com/photography/new_products/)

watch videos at: <http://vimeo.com/leicacamera>.

For images of the Leica X Vario:

click on: <https://ftp.leicacamerausa.com>

Visit our blog at: <http://blog.leica-camera.com>

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