



Press release

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LEICA M9 'Titanium' designed by Walter de'Silva

In collaboration with the chief designer of the Volkswagen Group, Leica Camera AG presents a unique special edition

Leica Camera AG, Solms, will be presenting a new camera edition in Cologne at this year's photokina (21–26 September 2010): The LEICA M9 'Titanium'. This exclusive special edition is the result of a collaboration with Walter de'Silva, the prominent automobile designer. Responsible for groundbreaking design concepts in the latest models from the Volkswagen Group, the chief designer and his Audi Design Team reinterpreted the design of the LEICA M9 just as he envisaged it. The outcome is a unique camera with a new interpretation of the characteristic features of Leica rangefinder cameras, which lends precision engineering, unique style and solid titanium to extraordinary formal design. As a result, the LEICA M9 'Titanium' is an especially desirable object for both Leica connoisseurs and aficionados of outstanding design. This special edition is strictly limited to only 500 cameras worldwide and is offered as a set together with a LEICA SUMMILUX-M 35mm f/1.4 ASPH. lens, whose exterior metal components are also manufactured from solid titanium.

Walter de'Silva has given the Leica M camera an ergonomic, precise, logical and stringent look and feel without changing the intrinsic character of the rangefinder camera. Thus, the compact construction and technical features of the LEICA M9 'Titanium' retain the distinctive style of a true Leica M camera.

Walter de'Silva addressed not only the design of the camera, but also focused on its handling and technical features. These include the completely new LED illumination of the bright-line frames in the viewfinder. This removes the necessity for the standard illuminating window and makes the frontal aspect of the camera more balanced. Also entirely new in the history of camera technology is the camera's carrying concept. In the place of the traditional strap lugs



of standard cameras, the chief designer and Leica engineers developed an innovative camera carrying concept that is reduced to only one single mounting point on the camera body. The metal finger loop covered with fine Nappa leather ensures a secure, steady and ergonomic grip when shooting or carrying the camera with only one hand. Also new is the specially designed, stylish shoulder holster that holds and safely protects the camera and lens in transport and keeps it ready to shoot at a moments notice.

The LEICA SUMMILUX-M 35mm f/1.4 ASPH. lens of this special edition also features a new, focused design concept in which the essential elements harmonise perfectly with the style of the camera. Its round, screw-mount lens hood is constructed with four slits around its circumference to prevent obstruction of the view through the finder.

The LEICA M9 'Titanium' is constructed exclusively with premium quality materials. For instance, all visible metal elements of the camera body are made from solid titanium, a particularly light but extremely strong and durable metal that can only be manufactured with special tools. In addition, the exposed surfaces are also treated with a hard coating applied by a specialised company in Switzerland. Scratch-resistant, sapphire-crystal glass is employed as a protective cover for the camera monitor and further enhances the exclusive and rugged character of the camera. The camera's trim, which uses leather typically reserved for the interiors of Audi's premium automobiles, fits perfectly with the body's titanium surface and provides outstanding grip. The grip characteristics are additionally enhanced by a specially designed and embossed diamond structure. The Leica logo has also been restyled. The logogram is elaborately hand-engraved in pure resin, inlaid with white enamel and subsequently sealed with a clear varnish and polished.

In addition to the camera and lens, the LEICA M9 'Titanium' special-edition set includes a distinctive shoulder holster, a carrying strap and finger loops in two different sizes that are also in the same Audi premium leather as used on the camera body. Also part of the set is a book devoted to the design process leading to the creation of this high quality, special titanium edition and which also includes an interview with designer Walter de'Silva. The



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unique set is presented in an elaborately handcrafted black casket with recesses for the camera and lens lined with Alcantara microsuede in Leica red.

The LEICA M9 'Titanium' will be available at authorised Leica dealers from November 2010.

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