



LEICA X1

As spontaneous as life itself.



CONTENTS

| | |
|------------------|----|
| HAVANA SNAPSHOTS | 04 |
| LEICA X1 | 10 |
| TECHNICAL DATA | 18 |



HAVANA
SNAPSHOTS

The Malecón in Havana directly at the port entrance, close to the shooting sets.

LEICA X1

The ideal travel companion for capturing extraordinary moments.



The sounds of reggaetón music echo through the narrow streets. Classic cars, long out of production but lovingly polished, sparkle under the merciless sun. On almost every building, pieces of plaster crumble from the façade. A few make one wonder if they'll survive the next gust of wind. In some places, it seems as if the decrepit colonial-era buildings are holding each other up. Men sit in the shade, passing the time playing dominoes. A little farther up the street, musicians play salsa and a young couple dances. A man pushes a wheelbarrow filled with limes, rolling lazily past a group of women on the side of the street who tell each other stories that are probably as old as the women themselves.

These are the first impressions that Thomas Stefan gathers as he ambles through Havana's languorous old city with his Leica X1. Thomas is a photographer's assistant and is part of a crew of 40 who have come to the Cuban capital for a fashion shoot. The route from his hotel to the shooting set at the Malecón, Havana's famous waterfront promenade, takes him through the Centro Habana. This is the fascinatingly dilapidated district that gives Havana its unmistakable charm. The tumbledown grandeur of the baroque and neoclassical monuments gives Thomas a fleeting insight into the bygone prosperity of the city. But today's Havana still has great riches: it is home to a wealth of stories, images, joy, and passion.



On the way to the shooting through the old town of Havana: a drive with innumerable captivating impressions.



At the Malecón, the preparations on the shooting set are in full swing: setting up, adjusting the lights, visor test.

From the very first moment, Thomas is drawn into the vibrant rhythm of the city. Indeed, he becomes part of the city instead of merely an outside observer. Havana is authentic, honest, and open. It seems like a living open-air museum, despite the fact that it is the fourth-largest city in the Caribbean. Thanks to his Leica X1, Thomas effortlessly captures the countless images that flash by on the journey to Malecón. Compact and easy to use, the Leica X1 is just as spontaneous as the living city itself and becomes part of its surrounding environment.

The crew has already arrived at Malecón. In the middle of the crowds of young people, fishermen, and swimmers, the shooting set has been constructed, directly on the sea wall. A boxing ring – Cuba is renowned for its countless boxing champions and its passion for the sport – offers the perfect setting for this unconventionally emotional fashion shoot. But there's still much to be done before taking pictures against this breathtaking backdrop can begin. Lighting needs to be set up, exposures checked, and the model needs to be instructed both by the photographers and a real Cuban boxing coach! Whenever he gets a moment, Thomas uses the Leica X1 to record the essence of the event from a completely different perspective. He shows the life that's going on behind the scenes – spontaneously telling the inside story. The Leica X1 makes it effortless. Handy and discreet, it doesn't attract attention. The opposite is true of the pictures it records: each one glows with the unmistakably brilliant Leica quality.



LEICA X1

Teamwork between model and photographer in the boxing ring - at 96% humidity and 31°C. Hard work.

LEICA X1

Unsurpassed performance in a compact package.



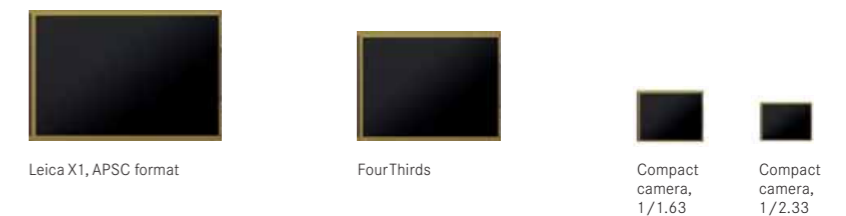
Full-size view

There's one thing that all Leica cameras share: each is born of the desire to develop cameras that deliver the best picture quality in the world. The Leica X1 is the direct beneficiary of 100-plus years of German engineering experience, and it delivers the best picture quality in its class – in the proud Leica tradition. This elegant camera features a professional CMOS image sensor that's as large as those in high-quality SLRs. Combined with an outstanding Leica lens it captures images of unmatched brilliance. Any way you look at it, the Leica X1 is a winner: it's conveniently compact, its controls are intuitive, and it offers a full range of sophisticated automatic functions.

SIZE MATTERS

If you demand premium image quality, a large sensor is the way to go. With its APS-C format, the CMOS image sensor of the Leica X1 is the same size as those employed in many upmarket DSLR cameras – and that in an amazingly compact form. Despite its 12.2-megapixel resolution, the individual pixels on the sensor are still large enough to collect light very efficiently. This ensures low image noise, a wide dynamic range, and accurate color differentiation, enabling the compact Leica X1 to deliver a level of performance comparable to that of professional cameras. That's what makes it utterly unique.

Image sensors in comparison – all images in full-size view



AN ALL-AROUND GENIUS

Countless iconic images in the history of photography were shot with a fixed focal length of 35 mm. This focal length is considered to be a classic for reportage photography, and it has lost none of its timeless charisma today. The Leica Elmarit 24 mm f/2.8 ASPH. is a true Leica lens with outstanding optical performance. Expressed in terms of 35-mm film format, it has the same coverage as legendary 35-mm focal length. The moderate wide-angle character of the lens conveys an agreeable impression distance when needed, but still allows photographers to get in close to capture details. The Leica Elmarit 24 mm f/2.8 ASPH. ensures that photographers won't miss any shot, any situation, any nuance, or any exquisite detail.

SIMPLE

In terms of image quality, the Leica X1 is "BIG." However, whenever you need it, it also offers really easy, intuitive handling. If you choose to, you can leave all the technical details to the numerous automatic functions of the X1 – from precise autofocus to automatic exposure. This lets the photographer concentrate completely on composition and capturing the most meaningful moments. Even absolute newcomers soon find their way around the Leica X1. Never before has it been so simple to capture true Leica quality images.

CLASSIC DESIGN

The Leica X1 embodies the design and style of classic Leicas – seemingly simple but expressing an ideal functional form. This soon becomes evident when you take the X1 in your hands for the first time. Its robust, all-metal construction, the feel of its leather trim, its clean lines: all these attributes combine to create a feeling of compact capability and the quiet confidence of being able to get the absolute best from the camera at any moment. It radiates the certainty that it will never let you down or leave you wanting. The X1 is comfortably compact and disappears discreetly into a jacket pocket but, when it reappears for shooting, its superior qualities soon come to the fore.

LEICA X1

As spontaneous as life itself.



The world is constantly in motion. And that's the way it should be. With the Leica X1 the photographer is endowed with such flexibility that she or he can capture each situation and impression exactly as it is: authentic and unrehearsed. The autofocus zeroes in on the subject, the automatic exposure selects the best aperture and shutter speed, and the array of automatic functions perform with flawless precision. Click! It all happens within a fraction of a second, if you wish. But of course photographers can take control of the process at any moment, defining the parameters according to their inspiration. Spontaneous or purposeful, the Leica X1 is always the right choice.



Style change: for the next shots the hair / makeup stylist lends a hand again.

- 1 TOTAL CONTROL AT YOUR SERVICE** Numerous automatic functions make the Leica X1 extremely fast when speed is paramount. However, its manual control options make it a lot more versatile. Both aperture and shutter speed can be selected manually with easily set dials on the top deck of the camera. This enables the photographer to maintain concentration on the creative aspects of composition. The precise focusing distance, white balance, and various other image-capture parameters can also be set manually. The X1 offers complete control over the creative process and a lightning-fast switch to automatic for rapid-reaction capability. Speed plus versatility: simply brilliant.
- 2 AUTOFOCUS EXCELLENCE** The autofocus system built into the X1 provides fast, ultra-precise focusing, enabling photographers to react in an instant. At the same time, the autofocus mode can be modified to suit the situation. Photographers have a choice of activating one or 11 AF segments and an additional high-speed mode for each. When taking photos of people, face-recognition mode allows you to concentrate completely on composing and framing the picture.
- 3 SUPER-SIZED DISPLAY** The LCD monitor couldn't be bigger on a camera this size: the brilliantly bright 2.7-inch display of the X1 almost fills the entire back of the camera and reveals the finest details even in bright environments. The live view function acts like an optical viewfinder, showing an accurate preview including all essential image information. The live mode also makes the X1 particularly versatile for taking shots from unusual perspectives.
- 4 AVAILABLE-LIGHT CAPABILITY** With the Leica X1, the creative use of natural light is possible even in poor lighting conditions – its large-format sensor performs admirably at its maximum sensitivity of ISO 3200, and its fast lens always collects sufficient light. The X1's tendency to minimize image noise means that image quality remains high long after the twilight hours begin. It's perfect for photographers who wish to remain unobtrusive and discreet while capturing uniquely natural images.



A short break. Taking a stroll and getting a quick bite to eat before the shooting continues.

Photographs taken by the Leica X1 seem to be moments plucked directly from life. It's no wonder that sometimes a second glance reveals that they have captured something that had previously been unnoticed. That's one of the reasons the images taken by the Leica X1 are so fascinating and extraordinary. The Leica X1 itself also contains more than meets the eye. The flash, for example, only appears when it's needed. The range of clever accessories for the Leica X1 lets photographers tailor the camera to suit their individual requirements.

LEICA X1

Smart extras.

CONCEALED FLASH

Thanks to its fast lens and wide ISO sensitivity range, the X1 rarely needs a flash. However, the retractable flash of the Leica X1 can do much more than simply replace other sources of light. It also serves as a fill-in flash and can be synchronized to the second curtain when longer shutter speeds are used. If more power and flexibility are required, the dedicated Leica SF 24D and SF 58 system flash units are also compatible with the X1's hot shoe.



UNIVERSAL FORMATS

Whenever you want, the X1 transforms image data into JPEG files for immediate use as quick as a flash. At the same time, photographers may also choose to store image files in the Adobe® Digital Negative Format (DNG), a format that allows image-relevant exploitation of all the benefits of the data recorded by the sensor. With Adobe® Photoshop® Lightroom®, a professional digital workflow solution for Apple Mac® OS X and Microsoft Windows® is also available as an online download free of charge for all Leica X1 customers. This digital image-processing software offers a wide range of functions for the management, processing, and presentation of digital images.



OPTICAL FINDER

The X1 is endowed with a completely different character when the dedicated accessory finder matched to the focal length of its lens is attached to the hot shoe. Just raise the camera with this optional accessory to your eye, assess the situation in an instant, and shoot – all rather discreet and in a split second. If required, the camera display can be turned off when using the accessory finder. In this case, a prominently placed LED still confirms successful automatic focusing.



OPTIONAL ACCESSORIES

Single-handed operation? No problem at all with the hand grip. The hand grip ensures that the fingers of the right hand have a significantly better grip. In addition to the above, a comprehensive range of camera cases is also available for the Leica X1. For instance, the ever-ready case: this protects the camera and keeps it handy for fast and flexible shooting. It offers sufficient room for the camera with an attached handgrip, and features a smaller case attached to the carrying strap to hold the accessory finder. The premium-quality transport case offers perfect protection for the camera, while the attractively designed system case offers enough room for the camera and all its accessories.





LEICA X1
**TECHNICAL
DATA**

Model, photographer, agency, stylist - the entire team works under high pressure: the shots need to be completed before the storm begins.

LEICA X1

Technical data.


| | | |
|----------------------------------|--|----------------------------|
| Product | LEICA X1 | steel-grey anodized |
| Order no. | 18420 | |
| Lens | Leica Elmarit 1:2.8/24 ASPH. 8 elements in 6 groups, 1 aspherical lens. | |
| Focal distance | F = 24 mm (35 mm, equivalent: 36 mm). | |
| Aperture | F2.8 / F16.0 (1/3 EV steps). | |
| Focusing area | Normal: 60 cm to infinity, macro: 30 cm to infinity, manual focus: 30 cm to infinity. | |
| AF metering range | 1-point, 1-point high speed, 11-point, 11-point high speed, spot, face detection. | |
| Image sensor | APS size CMOS sensor, total 12.9 Megapixel, primary-color filter. | |
| Camera effective pixels | 12.2 Megapixel. | |
| ISO sensitivity range | ISO Auto, 100, 200, 400, 800, 1600, 3200. | |
| White balance | Automatic, tungsten, daylight, flash, cloudy, shadow, manual 1, manual 2, white-balance adjustment (2 axis). | |
| Flash exposure mode | Program automatic, aperture priority automatic, shutter priority automatic, manual. | |
| Flash exposure compensation | ±3 EV in 1/3 EV steps. | |
| Auto bracketing | 1/3 - 3 EV steps, 3 frames. | |
| Exposure metering | Intelligent, multiple, center-weighted, spot. | |
| Shutter speed | 30 s to 1/2000 s. | |
| Film mode | Standard, vivid, natural, BW natural, BW high contrast. | |
| Aspect ratio | 3:2. | |
| Resolution | 4272 x 2856 pixels (12.2 Megapixel), 3264 x 2160 pixels (7 Megapixel), 2144 x 1424 pixels (3 Megapixel), 1632 x 1080 pixels (1.8 Megapixel). | |
| Image quality | JPEG Super Fine, JPEG Fine, DNG + JPEG Super Fine, DNG + JPEG Fine. | |
| Burst shooting mode | 3 fps, 2 fps, max. 6 pictures in JPEG Fine + RAW. | |
| Built-in memory | Approx. 50 MB. | |
| Built-in flash | Auto, auto / red-eye reduction, forced on, forced on / red-eye, slow sync, slow sync. / red-eye reduction, studio 1.- / 2.- curtain | |
| Hot shoe | Compatible with Leica SF 24D, Leica SF 58. | |
| LCD display | 2,7" monitor (color TFT LCD) with 230,000 pixels. Field of view: 100 % | |
| Playback mode | 16-thumbnail display, zoomed playback (16x max.), image rotation, protection. | |
| Storage medium | Built-in memory (approx. 50 MB), SD memory card, SDHC memory card. | |
| Interface | HDMI output, USB (USB 2.0 high speed). | |
| Power supply | Lithium ion battery pack (included). | |
| Battery capacity (CIPA standard) | 260 pictures. | |
| Dimensions | (Width x Depth x Height) approx. 124 x 32 x 59.5 mm. | |
| Weight | 286 g (without battery). | |
| Included extras | Battery, charger, charger plug (C2, A2, BF), battery case, carrying strap, USB cable, lens cap, instruction booklet, Adobe® Photoshop® Lightroom® (available as a free online download after registration). | |



The sun shines again on the way back to the hotel. The heavy storm is forgotten.



The next morning. The moon is only just starting to fade. A new day of shooting can begin.

 A Trademark of the Leica Camera Group
"Leica" and product names = ® registered trademarks
© 2009 Leica Camera AG
HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
We reserve the right to make changes in construction, features, and offers without advance notice.
Concept and design: argonauten G2, Frankfurt
Product photography: Alexander Göhr
Editorial photography: Thomas Stefan
Brochure order no.:
German 91430 / English 91431 / French 91432 / Japanese 91433 / Spanish 91434 /
Italian 91436 / Dutch 91435 / Polish 91467 / Russian 91438, 09 / 2009
Leica Camera AG / Oskar-Barnack-Straße 11 / 35606 Solms, Germany
Phone +49-6442-208-0 / Fax +49-6442-208-333 / www.leica-camera.com



Leica Camera AG / Oskar-Barnack-Straße 11 / 35606 Solms / Germany
Phone +49-6442-208-0 / Fax +49-6442-208-333 / www.leica-camera.com