



my point of view



LEICA D-LUX

As unique as the moments it preserves

A white, handwritten signature in cursive script, appearing to read "Benjamin Albrecht".

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04/03/FFVX/B

Here I am – The visual diary of
Bryan Adams, ‘written’ with the
LEICA D-LUX digital camera.





Sky over New Zealand



Singapore



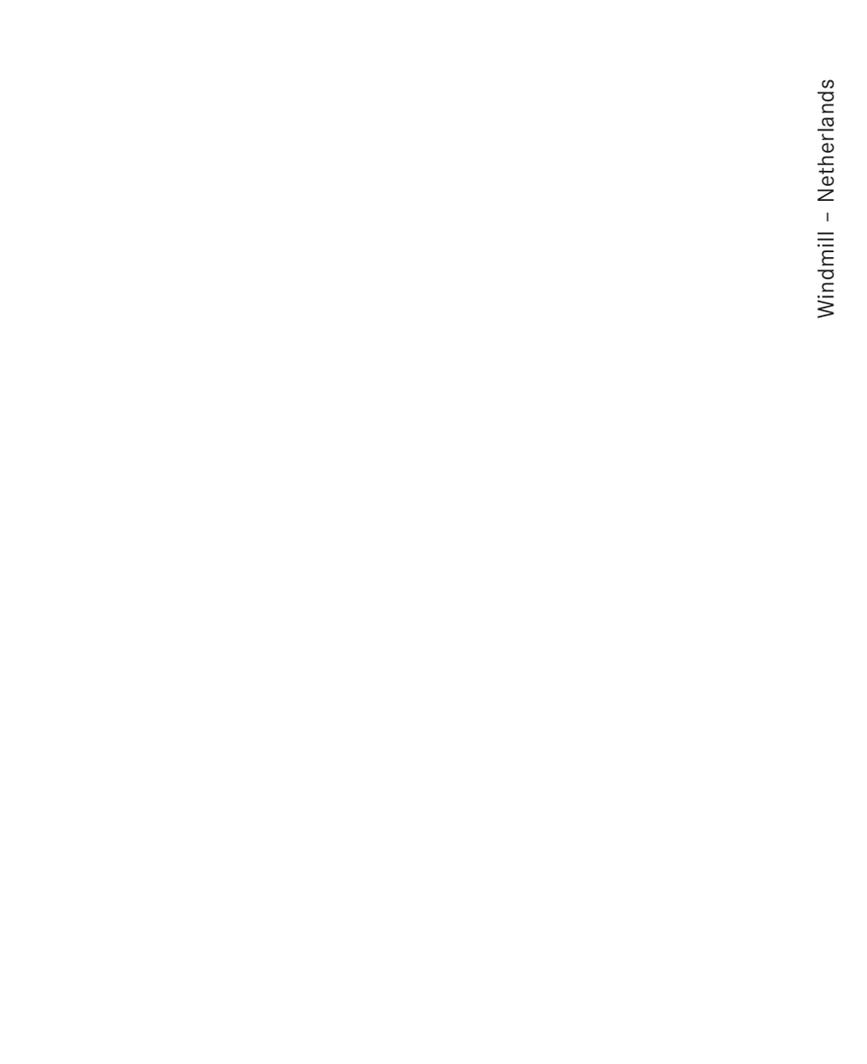
Juicy Girls - Paris

Dannii Minogue - South Africa





Runway 1



Windmill - Netherlands





John Richmond glasses - Milan



Atelier Ungaro - Paris



Wires on the highway

Light on the water - Barcelona



Because even the most beautiful moments gradually fade from our memory, we begin to keep a diary or to preserve our impressions in the form of pictures. We are motivated by a warm feeling about an event that occurs before us in a fraction of a second. Bryan Adams is a person driven by such emotions. Eager for pictures and moods he travels the world and records his life not only in songs, but also in a visual diary. His medium is as personal as his fountain pen and it has everything he needs for turning a snapshot into a precious memory, captured with his very own style: it is the new LEICA D-LUX digital camera.





Become the photographer of your own lifestyle The LEICA D-LUX is being produced in a small series rather than for the large masses. The spirit of a long Leica tradition calls for only the best materials for the newest camera. The body and even the finest details are meticulously made of metal, something that you can not only feel, but also enjoy in terms of longevity and quality. Its new Leica lens reflects the legendary optical know-how that made Leica cameras the favorites of the world's best photographers. For the short times during which you'll let the camera out of your hands, you can select one of five high grade leather cases in a variety of elegant colors. And if you wish, we'll even put a personal engraving on the camera. That way, your new digital camera will become your very personal chronicler – with you everywhere and at all times to preserve those precious moments you never want to forget.

Forms that benefit from long experience The styling of the new LEICA D-LUX is deliberately reminiscent of the timeless shape of classic Leica reportage cameras. The metal body, made of aluminum, supports this look. Its fabrication is just as meticulous. Even details such as the mode dial as well as the two covers for the battery compartment, memory card and connectors are made of solid metal. The symbols on the mode dial – durably protected against wear – are engraved in the aluminum and filled-in with black paint. So, if at any time you don't have a good subject in sight, you still have a timeless object in your hands!





Style and technology go hand in hand To enable you to apply your own style to photography with the LEICA D-LUX, the core feature of the new camera is a 3x zoom lens with the proverbially high optical performance of Leica optics: the LEICA DC VARIO-ELMARIT 5.8-17.4 mm f/2.8-4.9 ASPH.. It has seven lens elements, three of those aspherical in six groups, and is optimally tailored to the 3-megapixel sensor. All lens elements are made of high-grade coated optical glass. The electronics and the software contribute to the natural color rendition, excellent sharpness and high brilliance of the photographs. In other words: This lens brings you the picture that you envisioned when you pressed the button.

Cloud number nine – simply take a good picture You don't have to be a professional photographer in order to make good use of the creative possibilities of the LEICA D-LUX. There is no fear of operating it because it is so easy to use. All the operating modes can easily be selected with the clearly arranged mode dial and the most important functions can be controlled directly by pushing just one button. The menu is so clear that any newcomer can immediately understand it. All this makes it simple for you to apply your very own photographic ideas to pictures in black-and-white, to rapid sequences of pictures, or to deliberately modified exposures. And if you prefer moving pictures, you can also produce video sequences with sound. The memory card supplied with the camera can accommodate videos of up to six minutes duration.





High tech for a fast-paced life In everyday life, one impression chases the next. With the LEICA D-LUX, you won't miss any of the important ones because you are using a particularly fast digital camera. The camera is ready to shoot only two seconds after you turn it on, and there is practically no wait for the flash either. With the very short shutter lag, the fast auto-focus and the quick storage time, your pictures are as spontaneous as the blinking of your eyes. Depending on the selected compression, its virtually continuous readiness permits exposure series of up to eight brilliant pictures within only two seconds. An exact comparison of the intended picture and the actual result is made possible by the sharp display, which, along with numerous other technical details enables you to capture the authenticity of a moment.

How great pictures are created from small moments

Even when you indulge yourself with all the advantages of a fully automatic camera – you still retain great creative latitude. You can, after all, control many functions manually and thus create your pictures with thoughtful deliberation. Color saturation and sharpness can be tailored to your personal preferences in three steps. Expressive black-and-white pictures or abstractions with blue- or red tones are possible in the color mode. If you wish, in addition to the comfortable multi-pattern metering, the exposure can also be based deliberately on a small portion of the picture, or on center-weighted metering. Furthermore, the metered exposure reading can be adjusted upwards or downwards (over-ride). The bracketing function (that is also featured on professional cameras) provides exposure series with three differently exposed images. Sensitivity settings and white balance can also be performed manually. Thus you also have all the possibilities for a technically perfect picture, even under changing light conditions. Because small moments do not always wait for the sun to shine!







Run to you – a LEICA D-LUX does not arrive alone With your LEICA D-LUX you not only acquire a digital camera equipped with perfect technical features – you also receive a generous outfit. It includes a leather case, well designed to be a pleasant companion. To keep you well prepared even during long photographic trips, there is an additional color-matched case that holds the second battery and an optional SD memory card. Depending on the resolution and the compression that is being used, the greater-than-average 64 MB SD card stores between 45 and 553 images. Two lithium-ion batteries are good for more than two hours of operating readiness. Along with the external mains-/battery charging unit and the extensive software package that are also included, we provide our LEICA D-LUX with everything you could possibly wish from a digital camera.

How personalized you'd like your LEICA D-LUX to be is up to you

Whether you prefer to have your name engraved or choose the Leica Pass: we give you the choice of creating a unique item or having an extended guarantee for the greatest possible security. When you order your LEICA D-LUX, you are welcome to request your name or a dedication* to be laser-engraved – free of charge! At the same time, you can also select your personal leather case in one of five attractive colors. If you prefer the Leica Pass instead of the engraving, we'll expand the coverage of the first year of the standard guarantee to include the repair costs of damages you may have caused yourself – for instance impact, dropping the camera or water damage. That protects your enjoyment of the LEICA D-LUX even if something should happen to it.

* The number and choice of characters is limited. One standard font. Please ask your LEICA D-LUX dealer for details.





Even when it's switched off, it shines in brilliant colors

The best craftsmanship throughout, including packaging, is a prime feature of the LEICA D-LUX program: Your new digital outfit is nestled in a high-quality case. The cases for the camera and the extra battery are meticulously crafted from ecologically tanned high-quality leather and you can choose from many variants. A carrying strap with a leather application in a matching color is part of the elegant set. The cases are available in the following variations:

- Red exterior / Red interior
- Sand exterior / Sand interior
- Black exterior / Red interior
- Black exterior and belt loop / Dark brown interior
- Dark green exterior / Sand interior

Technical Data

| | |
|---|---|
| Camera | LEICA D-LUX |
| Picture type/format | Digital camera, 1/2.5" CCD sensor with 3.34 million pixels (3.2 million effective). |
| Resolution | Choice of 2,048 x 1,536, 1,600 x 1,200, 1,280 x 960, 640 x 480 pixels, or 320 x 240 for video recordings. |
| Compression rates of photographic data | Either standard or low data compression. |
| Data recording | Still images to JPEG and DPOF standard, still images with soundtrack to JPEG standard and 640 x 480 pixels to QuickTime Motion JPEG standard, moving images (video recordings) to QuickTime Motion JPEG standard. |
| Storage media | SD Memory Card (64 MB SD card supplied with camera) and MultiMedia Card |
| Film speed setting | Either automatic or manual to ISO 50/18°, 100/21°, 200/24° or 400/27°. |
| White balance | Either automatic or presets for daylight, cloud, halogen lighting or manual setting. |
| Lens | LEICA DC VARIO-ELMARIT 5.8–17.4 mm f/2.8–4.9 ASPH. with 7 elements in 6 groups, 3 aspherical surfaces (corresponds to 35–105 mm for 35 mm photography). Focal length adjusted by zoom rocker switch conveniently located behind the shutter release. |
| Digital zoom | Max. 3 x, together with the lens gives a total zoom range of 9 x. |
| Focusing range | Automatic focusing, max. range from 10 or 30 cm (for wide-angle or telephoto setting, respectively) to infinity. |
| Smallest object field | 80 x 110 mm |
| Autofocus system | Passive TTL contrast comparison AF, choice of normal or spot measurement field (coupled to exposure metering). |
| Exposure | Exposure modes Fully automatic (AUTO), automatic program with free choice of menu-controlled functions (P), 4 sub-ject-related automatic programs for close-up, portraits, landscapes and twilight shots, automatic program for reddish or blueish color rendering or for black-and-white, fully automatic for video recordings. Exposure measurement Depending on exposure mode, multi-field, center-weighted or spot measurement (coupled to AF). Storage of measurement data The focus and exposure measurement is stored by pressing the shutter release to the pressure point. Exposure correction ± 2 EV in ⅓ EV steps. Automatic exposure bracketing mode 3 exposures with ⅓, ⅔, or 1 EV graduations. |
| Shutter speed range | Central mechanical shutter, 8 to 1/2000 s, for video recordings 1/30 to 1/1000 s. |
| Series exposures | Either 2 p/s or 4 p/s, max. 8 exposures (with standard data compression), or 5 exposures (low data compression). |

| | |
|---------------------------------|--|
| Flash | Flash modes Choice of Automatic Flash (no display), Automatic Flash and Pre-Flash, Manual Flash On, Manual Flash and Pre-Flash On in connection with longer exposure times, Manual Flash Off. Range of integrated flash unit (at ISO 100/21°) 0.1–3.5 m at 5.8 mm, or 0.3–2.0 m at 17.4 mm, guide no. 9.8. Flash recharging time of integrated flash unit approx. 2 s with fresh battery. |
| Viewfinder | Real image viewfinder with crosshairs for autofocus metering field or spot AF and exposure metering field, markings for close-range exposures. Viewfinder magnification 0.36 x at wide-angle or 1.0 x at telephoto setting. |
| Monitor | 1.5" color TFT LCD with 114,000 pixels, max. 0.01% defect pixels. |
| Self timer | Countdown either 2 or 10 s, flashing LED on the front of the camera and corresponding symbol on monitor. |
| Camera On/Off | Main switch on camera top. Lens protection cap opens/closes, lens moves to ready or idle position, optional automatic switch-off of camera electronics after about 2/5/10 minutes (standby mode), reactivation by tapping the shutter release or by switching the camera off and back on. |
| Connections | 5-pin mini USB socket 2.0 Fullspeed for fast data transmission to the computer, DC-IN socket for DC power supply, A/V output with 2.5 mm mini jack for image and sound transmission to TV/audio system/computer. |
| Compatibility | EPSON Print Image Matching System (PIM II), Digital Print Order Format (DPOF), MacOS 9.x–MacOS X, Windows 98/ME/2000/XP. |
| Operating voltage | 3.6/4.7 V (battery voltage/mains operation) |
| Power supply | Rechargeable lithium ion battery, 3.6 V, 680 mAh |
| Power consumption | 2.1 W (taking exposures with monitor switched on), 1.6 W (monitor switched off), 1.8 W (playback with monitor switched on). |
| Mains/charger unit input | AC 100–240 V, 50/60 Hz, adapts automatically. |
| Body | Outer body of anodized aluminum in Leica design. Side attachment for carrying strap. |
| Tripod thread | A 1/4 DIN 4503 (1/4") |
| Dimensions (W x H x D) | 121 x 52 x 34 mm |
| Weight | approx. 180 g/200 g (without/with battery) |

“For me, the time between sighting a subject and taking the picture was never so short. My LEICA D-LUX easily and quickly makes photographs that mean something to me. I react spontaneously to everything that I see. I press the button and I let myself be surprised by the result. Its light weight makes it my constant companion.” Bryan Adams

“Here I am”, “Cloud number nine”, “Run to you” – with these and many other international hit songs, Bryan Adams became one of the great names in pop music. But he has also long achieved recognition as an enthusiastic photographer. At first he made the shots for his album covers, today he creates entire photo sequences and campaigns in international magazines that attract worldwide recognition. Two photographic books that benefit an English and Canadian breast cancer foundation attest to his great social engagement.

Queen Bitch





Autobahn - trees at 220 km/h

Runway 2





Crowd in Alicante



Crowd in Madrid



Autobahn 2 – trees at 220 km/h

Light and movement study





Angie F. - Los Angeles

Recording in Antwerp - 03





Runway 3



Runway 4





John Richmond Show - Milan



Jean-Paul Gaultier Show - Paris



Flying into Paradise

Over New Zealand





Star



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Concept and Design : Heine/Lenz/Zizka
Image indication :
Product photography : Tom Vack
Author's photography : Bryan Adams
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French 91064