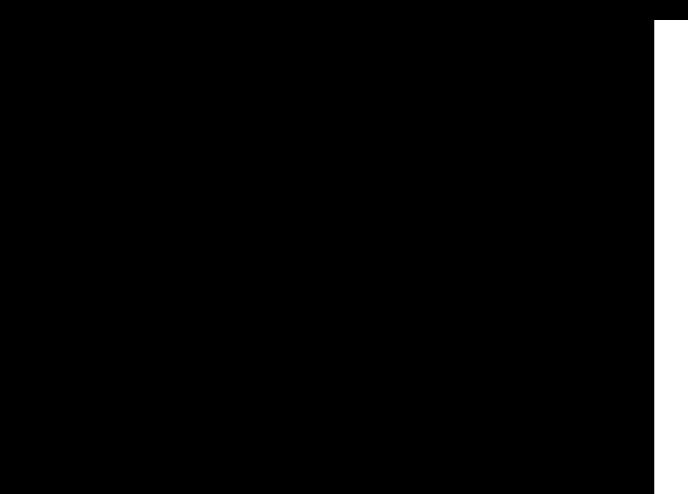


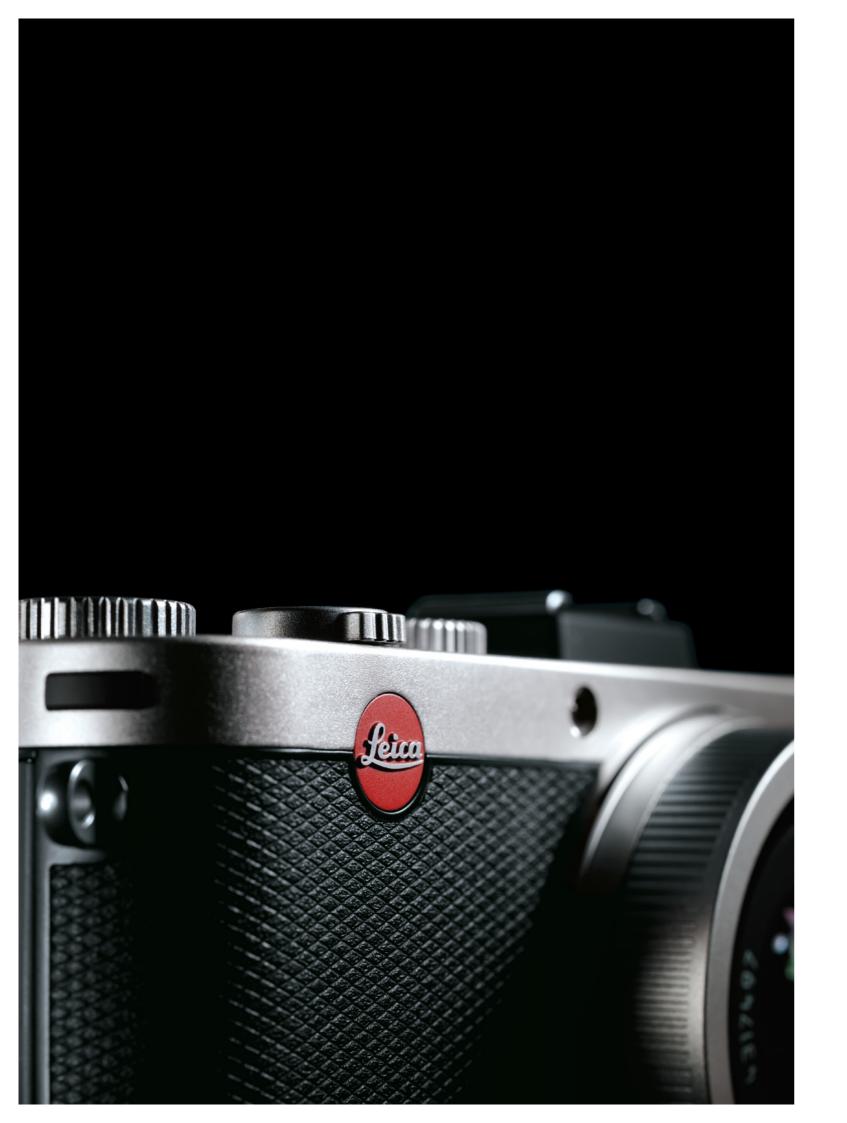
Leica

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LEICA CAMERA AG

Passionate about photography.





1925

Fair.

Leica I with a fixed

lens is presented at

the Leipzig Spring

1913/14

Oskar Barnack

constructs the

Ur-Leica.



The first Leica with

thread-mount lenses

appears on the market.

interchangeable



Leica II: the first

rangefinder.

camera with a coupled



1965

viewfinder/rangefinder reflex camera goes

and bayonet lens mount. into production.

Leicaflex: the first

Leica single lens

1954

Leica M3 with

combined bright-line



1966

Leica Noctilux-M 50mm

f/1.2: the first lens with an aspherical element.



Leica M6 with elec-

tronic metering and

with selective metering LED viewfinder display.

2008 Leica Noctilux-M

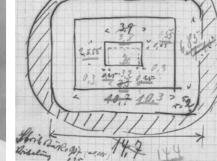
50 mm f/0.95 ASPH.: the world's fastest ever aspherical lens.

Leica M8: the first

digital rangefinder

camera.





Oskar Barnack (1879-1936).

Sketched construction diagram by Oskar Barnack.



'Kissing in the rearview mirror,' by Magnum photographer Elliot Erwitt, 1955.



The Leitz Optics building, Wetzlar.

1971

Leica M5: the first

through the lens.

rangefinder camera

Lens element and assembled lens testing.

Leica Camera shares something with countless people around the world: a love of, and a passion for, photography. It's the fascination of capturing a moment in time; shaping it, transforming it into something timeless, and experiencing it again and again as a unique photograph. This is what has driven Leica for almost 100 years. We create cameras using the highest quality materials and assemble them meticulously by hand, so that every Leica delivers unwavering reliability and quality over a lifetime. Whether it's used professionally, artistically or simply out of the

joy of documenting life, one thing connects all Leica cameras: they all help the photographer to concentrate on the essentials - a great photograph. Each device is a small masterpiece. Leica cameras are compact, ageless, elegant, easy to use and yet uncompromising in their optical, mechanical and technical quality. They are the perfect tools for anyone who understands the fascination of photography and who appreciates a unique photograph.



camera sets new standards in medium-format photography. Leica M9: the smallest digital system camera with a full-rame sensor. Leica X1: the first compact camera with an APS-format sensor.

Leica X2: the trailblazer in its class for image quality.





Leica X camera: fitting the shutter speed dial.



The fascinating store windows are particularly eye-catching in the Pigalle – a quarter on the hill of Montmartre that, due to its vivid and pulsating nightlife, is almost certainly one of the best-known parts of Paris.

PARIS City of life.

City of love and romance, literature and art, fashion and elegance - Paris, the city of life, has many different faces. With its architectural wonders, this unique metropolis tells its centuries-old stories, and enchants millions of people every year with its magic. Visitors flock to its historical landmarks. Not so, however, the photographer who works under the pseudonym Hoveeto. He willingly turns his back on Notre Dame, the Eiffel Tower and the Louvre. What interests him is not history carved in stone; instead, his passion is to capture life in the here and now. And it is all the more impressive when Paris' famous sights serve as backdrops for his subjects.

For the Paris-based photographer, his own city is an inexhaustible source of inspiration. He goes on the hunt for the perfect picture, most often in the city's north district. Some of the neighbourhoods there are true melting pots; and home to people from all around the world. Countless traditions and cultures are thrown together in a confined space. Life pulsates in a multi-faceted pandemonium. But therein lies Hoveeto's art: to penetrate this apparent chaos and reveal people within the urban environment. It is the art of sensing the perfect time to capture that fleeting moment and hold it forever.



The 'marché d'Aligre' flea market is a treasure trove for antique books and fascinating images - especially at the weekends and in the early morning.



For Hoveeto, some shots are truly breathtaking. Taking two steps at a time, he dashes up an endless flight of stairs in Montmartre to grab a shot of the elegantly dressed variety artiste.



About 500 steps lead up the Montmartre, its summit crowned by the Basilica of Sacré-Cœur. Downhill, by contrast, it is a comfortable stroll through the narrow streets to reach the Place du Tertre and to wander among the Parisian bohemians. Here, people live from, with and for the arts. A few steps further is the gateway to the notorious enter-tainment district of Pigalle. Two neighbourhoods that could hardly be more colourful or contrasting come together here. And in this area, Hoveeto finds what he is looking for: people whose clothing does not follow catwalk fashion, people whose facial expression, posture and gait tell stories full of mystery. Unchoreographed, unscripted, away from the spotlight, they reveal the unvarnished truth in the theatre of their lives. With the Leica X2, Hoveeto unobtrusively captures their expressions, with all their sorrows and joys, at just the right moment. Capturing this fleeting glimpse, authentically and without compromise, is his passion and his greatest challenge. With the Leica X2, he carries the perfect camera for his forays into cultural diversity.

Countless books teeter in chaotic piles in a store window in St Sulpice. A seldom-seen sight: the store owner simply forgot to pull down the blinds.



The rays of the sun create a wonderful interplay of light and shadows on the popular 'promenade plantée' in Paris 12th arrondissement.





Full-size view

Full-size view, the camera is available in a silver or black anodised finish.

For nearly 100 years, Leica's camera development has focused on the essence of photography: the utmost in image quality. Now as in the past, Leica manufactures cameras that aspire to nothing less than being the best in the world. The Leica X2, entirely made in Germany, is no different in this respect. It is equipped with a professional CMOS image sensor, extremely large for the camera's compact size, which complements the outstanding Leica lens to produce images of unmatched brilliance. But image results are not the only aspects of this device that are unparalleled. Thanks to the elegant design and meticulously crafted leather-style finish, you'll want to keep the Leica X2 as your constant companion.

1 SIZE MATTERS	4 DESIGN
2 CLASSIC FOCAL LENGTH	5 COMPLE
3 INTUITIVE	6 PRECISE

Discover more at www.x2.leica-camera.com

N ICON ETE CONTROL SE AUTOFOCUS

- 7 ALWAYS READY
- 8 CONCEALED FLASH
- 9 UNIVERSAL FORMATS

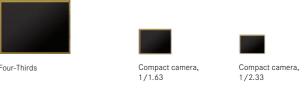


1 SIZE MATTERS The CMOS image sensor of the Leica X2 in APS-C format is unusually large for such a compact camera. Despite the high resolution of more than 16 megapixels, the individual pixels on the sensor are considerably large in size, therefore collecting a great deal of light. The result: extremely low image noise, high dynamic range, and accurate colour differentiation. The combination of an exceedingly large sensor and high-performance lens sets new standards in image quality in the compact camera category. And this is where the Leica X2 shows its true greatness.

Image sensors compared - all images shown full size.

	Leica X2, APS-C format Fo	ur-
2 CLASSIC FOCAL LENGTH	Countless iconic images in the history lens for photojournalism. This focal ler today. Quite the opposite. The Leica E focal length in 35 mm film format, pos optical performance is a source of sh- up a particularly broad vista of potent detail with absolute authenticity, creat	ngi Im ee tia
3 INTUITIVE	The handling of the Leica X2 is simplicit of manual setting options. Thanks to th on composition and the perfect mome sheer pleasure of photography with a L	ne nt
4 DESIGN ICONS	The design of the Leica X2 also express and classic finish. Reminiscent of the tr just down to its captivating looks, but a it becomes difficult to put down. The ca while its leather-style finish is comfor using the most premium materials, mak revealed when the photographer is sho	rac als an ta

In every single detail, the Leica X2 is focused on the essentials. And because of this, the camera offers the photographer an enormous array of choices for authentically and spontaneously recording life, just as it happens. Its automatic functions are limited to the most relevant ones, while its flexible and versatile manual controls invite you to experience photography in its purest form. The result: images that, thanks to the camera's discreet and compact form, capture the very essence of the world around you. The new Leica X2 is far more than just a camera. It is the joy of photography.



of photography were shot with a focal length of 35 mm – the classic gth has made history and has lost nothing of its timeless charisma marit 24 mm f/2.8 ASPH. lens of the X2, equivalent to this famous sesses the ideal qualities to continue writing history. Its superb er pleasure, while its moderate wide-angle characteristics opens al uses. It is perfect for capturing each moment down to the last ng pictures of outstanding quality time after time.

/ itself. Its automatic functions are equally as impressive as its range e X2's intuitive handling, photographers can concentrate completely t to take their shot. Even inexperienced users will soon discover the eica X2.

es Leica's commitment to the essentials, thanks to its compact size aditional Leica M-Design, the X2 becomes an instant love affair - not Iso the wonderful feel in the hands. Once held, even for a moment, mera's robustly-engineered, full-metal chassis is reassuringly solid, table to the touch and provides a perfect grip. The superior finish, es the Leica X2 a true pleasure to hold, but its ultimate qualities are oting.





A hairdresser's salon on the 'marché d'Aligre' is just as bright, colourful, and contrasting as the cultures that come together in this inspirational city.

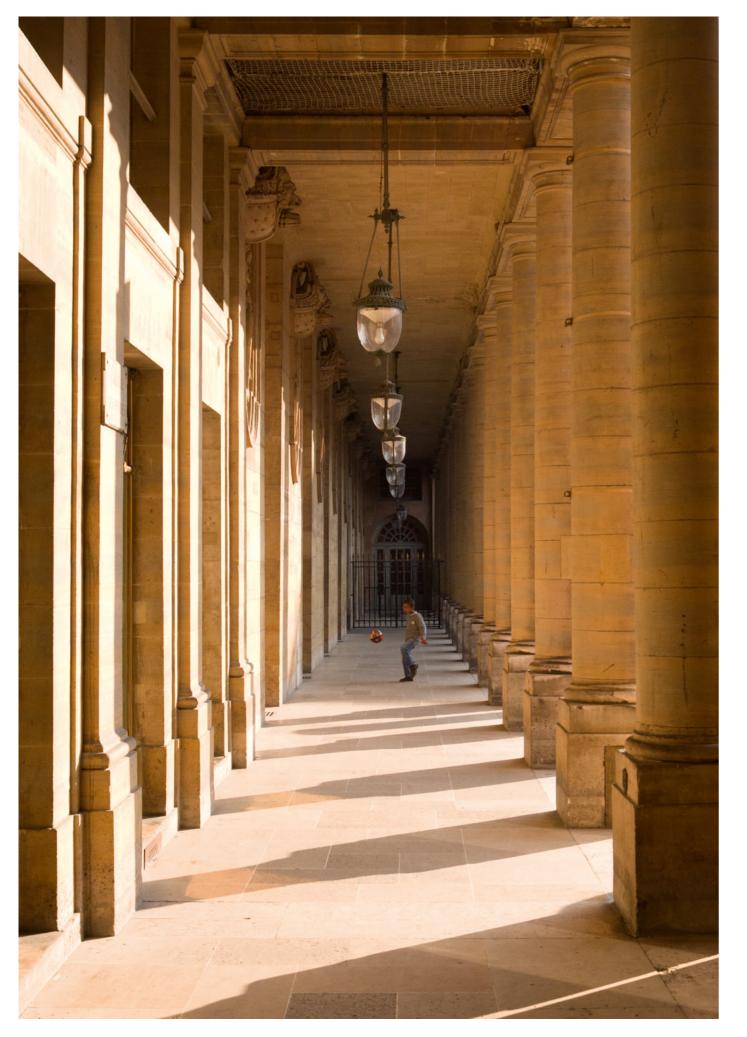
5	COMPLETE CONTROL	For simple snapshots or painstakingly one with a passion for photography in i ween automatic and manual control. speed and aperture. Moreover, chang parameters, allows photographers to o mode, the generously-sized, high-cont clear and detailed view, even in bright
6	PRECISE AUTOFOCUS	The X2's fast new autofocus feature e situations where spontaneous reaction situation in hand, for example, with a c tographer to concentrate exclusively o
7	ALWAYS READY	The Leica X2 enables the creative use combination of a large image sensor an low image noise of the X2's sensor en hours begin. Perfect for photographers of unique quality.

The world is in a state of constant flux. And that is good. With the Leica X2, you can be flexible enough to capture situations and impressions just as they are - true to life and unadulterated. The autofocus is razor sharp, the automatic exposure control adjusts the speed and aperture, and the extensive range of automatic functions work in perfect harmony. All this happens automatically, if desired, and in milliseconds. Alternatively, the photographer can quickly take control at any point, to achieve their own personal creative vision. Whether you want to be spontaneous or purposeful and inventive, the Leica X2 is the perfect choice. The elegant and revealing robes of the store window dummies epitomise the Pigalle and Montmartre, quarters world famous for their entertainment and nightlife.

y arranged compositions – the Leica X2 is the ideal camera for anyits purest form. That's because it enables split-second changes bet. The robust dials on the top plate allow easy setting of the shutter ging the plane of focus, adjusting white balance, and other imaging consciously influence the look or mood of their images. In live view intrast 2.7" LCD screen offers photographers constant control and a at conditions.

enables extremely precise, and virtually silent, focusing. Perfect for ons are essential to capture the right moment. It adapts flexibly to the choice AF focusing segments or face recognition. This allows the phoon their subject.

e of available light, even in poor lighting conditions. That's because the and the fast Leica lens allows a maximum ISO sensitivity of 12500. The ensures that image quality stays consistently high, long after twilight rs who wish to remain unobtrusive and discreet while capturing images



Away from the nightlife quarter, the evening sun paints symmetrical shadows on the 'place du Palais Royal' while a boy plays with a ball, totally oblivious to the spectacular light.

LEICA X2 As flexible as the moment itself.

8	CONCEALED FLASH	Thanks to its fast lens and wide ISO sensitivity range quires the use of flash. Whenever needed, users can pop-up flash as an additional source of light. If even flexibility are required, the Leica SF 24D and SF 58 s are also compatible with the hotshoe of the X2.
9	UNIVERSAL FORMATS	In addition to JPEG files for immediate use, the Leice image recording in DNG format (Adobe® Digital Ne offering extensive creative options when post-proc Leica X2 customers can download the professional w Adobe® Photoshop® Lightroom® free of charge, for A or Microsoft Windows®. This digital image processing a wide range of functions for the organisation, post- presentation of digital images.

ge, the X2 rarely rean activate the X2's en more power and 8 system flash units

eica X2 also allows Negative Format), rocessing images. al workflow solution or Apple Mac[®] OS X sing software offers ost-processing and



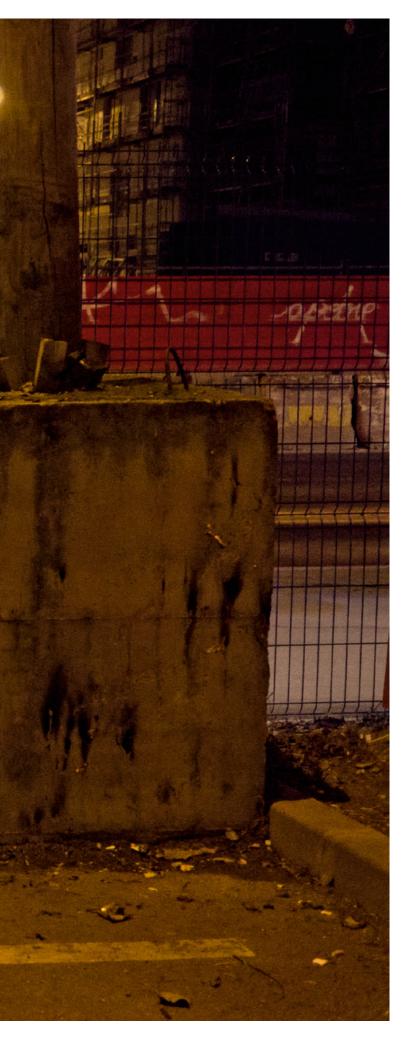
Resolution	16 M
Compression	JPG Super fine
Auto ISO Settings	JPG fine
Metering Mode	DNG + JPG S. fine
Continuous	DNG + JPG fine
AF Assist Lamp	On
MF Assist	On

 \neg

LEICA X2 TECHNICAL DATA AND ACCESSORIES

Although Frank Control Long Frank

REV



The lightheartedness of the apparently floating girl detracts from the inherent ugliness of the scene and transforms this instant into a special and almost magical moment.

LEICA X2

Technical data and accessories.

Product	Leica X2	black anodised	silver anodised	
Order no.		18 450	18 452	
Lens	Leica Elmarit 24 mm f/2.8 ASPH., 8 elements in 6 groups, 1 aspherical lens.			
Focal length	24 mm (35 mm film equivalent).			
Apertures	2.8 to 16 (1/3-EV increments).			
Focusing range	30 cm - ∞.			
Focusing options	1 point, 11 points, spot, face detection.			
Image sensor	16.5 MP, APS-C, CMOS	16.5 MP, APS-C, CMOS image sensor (effective 16.2 MP).		
Resolution	JPEG in 3:2 format: 4928 × 3264 pixels (16.1 MP), 4288 × 2856 pixels (12.2 MP), 3264 × 2160 pixels (7.1 MP), 2144 × 1424 pixels (3.1 MP), 1632 × 1080 pixels (1.8 MP). DNG in 3:2 format: 4944 × 3272 pixels (16.2 MP).			
Image quality	JPEG super fine, JPEG fir	ne, DNG+JPEG super fine, DN	G + JPEG fine.	
Exposure control				
Exposure modes	Automatic program (P), automatic aperture priority (A), automatic shutter priority (S), manual setting (M).			
Exposure compensation	Gradation: 1/3 EV increments, range: ±3 EV.			
Automatic exposure bracketing	1/3 to 3 EV increments, 3 exposures.			
Metering modes	Smart multi-segment metering, centre-weighted metering, selective (spot) metering.			
White balance	Auto, halogen, daylight, flash, cloudy, shade, electronic flash, 2 manual settings, manual colour temperature setting with fine tuning.			
Sensitivity	Auto, ISO 100, ISO 200, ISO 400, ISO 800, ISO 1600, ISO 3200, ISO 6400, ISO 12500.			
Shutter speeds	30 s to 1 /2000 s.			
Continuous shooting	3 fps or 5 fps, max. 8 consecutive exposures with constant shooting speed in DNG + JPEG fine quality.			
Exposure modes	Standard, dynamic, 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	2.7"-TFT LCD with 230,000 pixels, wide-angle field of view: 100%.			
Playback modes	16 thumbnails, single frame, magnify (16 × max.), image rotation, deletion protection.			
Storage media				
Internal memory	Approx. 110 MB.			
Memory card compatibility	SD, SDHC, SDXC.			
Interfaces	HDMI out, USB (USB 2.0 high-speed).			
Battery (lithium-ion)	Capacity: approx. 450 exposures.			
Dimensions (L×H×D)	Approx. 124 × 69 × 51.5 mm.			
Weight	Approx. 316 g/345 g (without/with battery).			
Product includes	Battery (Leica BP-DC8), battery charger (Leica BC-DC8), battery case, leather carrying strap, USB cable, lens cap, user manual.			
Software	Adobe® Photoshop® Lightroom® (free download option after camera registration).			

EVF2 (Electronic Viso-Flex Viewfinder)

Order no. 18 753

High resolution, electronic accessory viewfinder with 1.4 MP resolution and 90° swivel function, with internal display of exposure parameters, when attached.



Bright-line Optical Viewfinder

Order no. 18 707

This black optical viewfinder, with a 35 mm bright-line frame, can be attached to the accessory shoe and provides a bright and clear view at all times, without depleting the battery.



Leica SF 24D flash unit

Order no. 14444

Accessory flash unit for greater freedom when illuminating subjects.



Handgrip

Order no. 18712 The accessory handgrip guarantees additional grip and stability, for instance when shooting one-handed.



Mini-HDMI cable

Order no. 14491

Replacement cable for digitally transferring audio and video data directly from the camera.

Leica BP-DC8 replacement battery

Order no. 18 706

Ideal as a backup battery to extend the enjoyment of photography with the Leica X2.

Camera protector

Order no. 18 731

This high-quality, ergonomically designed camera protector in natural black leather delivers optimum protection for the Leica X2 body and provides an attractive and elegant look to this classic camera.



Leather case

Order no. 18 755

Available in classic black leather, this premium camera case complements the elegant design of the X2 and protects the camera when travelling.



Ever-ready case

Order no. 18 754

This high-quality camera case in organically tanned cowhide is waterrepellent, so raindrops will not stain or damage the leather. Protected but always ready, the camera can be kept in the case while in use.



System bag

Order no. 18757

This attractively designed system bag offers ample room for the camera and all its accessories.



Wrist strap

Order no. 18 713

Made from premium black calfskin, this practical carrying strap will satisfy even the most demanding users.



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