



To all agents
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Dear Ladies and Gentlemen,

We are delighted to be able to introduce you to a new member in the Leica family of compact cameras: the **Leica V-Lux 3**.

With its huge focal length range of 25mm - 600 mm and its full HD video recording function, the new Leica V-Lux is an ideal addition to our range of digital compact cameras.

This innovative "all-in-one" solution combines classic photography functions with video quality that can only normally be found on premium camcorders.

Its comprehensive range of features allied to its compact design make the V-Lux 3 one of the most attractive alternatives to an entry-level D-SLR camera.





BENEFITS OF THE LEICA V-LUX 3

The Leica Vario-Elmarit 4.5-108mm f/2.8-5.2 ASPH. lens has a huge focal length range, from 25mm super wide angle to 600mm (35mm equivalent), with 24x super telephoto zoom for photo and video modes, providing the perfect solution for almost any photographic situation.

The newly developed 12.1 MP CMOS sensor delivers exceptional picture quality and a burst shooting speed of 12 frames per second at full resolution, making it one of the fastest in its class. The camera also delivers full HD quality videos with stereo sound and HDMI connectivity.

The 3" tilting display can be rotated in almost every direction, making it easy to take worm's eye view or overhead shots.

Thanks to the handy and compact design, the camera is easy to transport, making it the ideal companion wherever you go.

Adobe Photoshop Elements Premiere Elements is offered as free downloads, a complete software package for editing photos and videos. Customers can request this by registering in the customer area of the Leica Camera homepage.



POSITIONING

The "all-in-one" solution for photography and video recordings.

It combines the features of an entry-level D SLR camera with all the benefits of a digital compact camera and a camcorder, making it an attractive and convenient alternative to a system camera. With 24x optical zoom and focal length of 25mm to 600mm, there is no need for inconvenient lens changes, as the available focal length range covers almost every conceivable photographic situation.

In this class of camera, the key features are performance and high picture quality in a compact package.



TARGET GROUP

The Leica V-Lux 3 is a very attractive alternative for photography enthusiasts who are looking for a fully equipped all-in-one solution that does not require lens replacement to go alongside their SLR equipment. Thanks to the full HD video function, there is no need to carry an additional camcorder either.

At the same time, the Leica V-Lux 3 is a complete solution for capturing videos and photos for all the family. This target group is increasingly interested in technical features and a high level of flexibility, mobility and reliability. With its performance, technical specifications and high product availability, there is huge scope for tapping into new potential and building new customer relationships, in addition to the traditional customer base.

The Leica V-Lux 3 can also be used as a specialist camera for nature watching (especially bird watching). In the high telephoto range, the integrated image stabilization function is a major benefit. It means that the camera can be considered a perfect supplement to high quality binoculars.

THE KEY FEATURES IN DETAIL

Flexibility has a new name: Leica V-Lux 3. No other camera can so easily capture landscapes with a 25mm wide angle, bring the tiniest details to the fore with a 600mm super telephoto and shoot films in optimum full HD quality. The V-Lux 3 is a tool without limits and opens up huge creative scope for its owner - ideal for discovering the unknown and giving free rein to your creativity. The V-Lux 3 is the right camera, no matter what the situation.

1. Huge focal length range

The undisputed highlight of the V-Lux 3 is its 24x super telephoto zoom, which allows the photographer to deal effortlessly with practically any situation. The Leica Vario-Elmarit 4.5-108mm f/2.8-5.2 ASPH. is a true masterpiece with a huge focal length range from 25mm wide angle right up to 600mm super telephoto. This takes the V-Lux 3 far beyond normal limits. On the one hand, the 25mm wide angle allows a strong emphasis on the perspective, while on the other hand the 600mm telephoto captures even very distant details with crystal clarity - handheld thanks to the effective Power OIS image stabilizer. Leica's typical outstanding lens performance - from macro to telephoto range - guarantees brilliant shots in all situations. Whether you want landscapes, travel shots, portraits, architecture or distant animals: Thanks to its flexible lens the V-Lux 3 is suitable for any subject - making it a genuine alternative to SLRs with interchangeable lenses.





2. Optimum picture quality

The newly developed 12.1 Megapixel MOS image sensor enables the Leica V-Lux 3 to achieve a previously unattainable picture quality, as its special design utilizes the incident light much more effectively than was possible in the past. The result is extremely low noise pictures, even in poor lighting conditions and at high speeds. However, the innovative sensor technology not only benefits the photographer in poor light, as its high contrast range, its natural and rich colors and its low picture noise means that the V-Lux 3 sets new standards in its class under all shooting conditions - for both photos and videos. The choice of picture format is also flexible with the V-Lux 3. The camera produces either very high quality, space saving images in JPEG format or Raw files, which can be optimized by individual processing on a computer.

3. Lightning fast

The V-Lux 3 operates at high speed. The autofocus responds within a tenth of a second, reliably capturing moving subjects. The incredible picture series speed of the V-Lux 3 is truly unmatched - it can shoot up to 12 frames per second with no problems at full resolution. Reducing the resolution to 3.5 Megapixels, a massive 60 frames per second can be sent to the memory card. These features mean that you will no longer miss any subject or critical moment, even in sporting photography or nature watching.

4. Professional quality videos

The V-Lux 3 is a camera for both films and photos. If required, it records "progressive" videos in full HD, at 1920 x 1080 pixels, and 60 frames per second in AVHCD format. This "1080p60" format not only provides perfect reproduction of rapid movements with ultrafine detailing, it can also be converted flexibly and without losses to other resolutions and image refresh rates. Alternatively, the V-Lux 3 can record films directly in MP4 format, which can be used directly on mobile devices and on the web conveniently and without conversion. The integrated stereo microphone with electronic wind noise filter ensures optimum sound when shooting a film. Film editing can start on the camera itself by deleting individual sequences during playback.

5. Perfect handling

The V-Lux 3 houses its superb range of equipment in a light and compact housing, which fits perfectly in the hand thanks to its integrated handle and can even be used for single-handed photography. The 3" 460,000 pixel LCD monitor rotates and tilts in all directions and allows pictures to be composed from unusual perspectives, including overhead shots. However, the photographer can switch to the electronic viewfinder at any time at the push of a button. It can be read perfectly even in extremely bright sunshine and allows a more stable camera position supported on the head for telephoto shots. The integrated HDMI interface allows films and photos to be viewed on any standard HD television.

