



SALES UPDATE

Memo 201544/September 15, 2014 (Embargoed through Sept. 16, 2014, 3:30 A.M.ET)



LEICA M EDITION “LEICA 60” Blending tradition with the future

Leica Camera proudly presents the LEICA M (TYP 240) EDITION “LEICA 60” that pays homage to Leica’s tradition while embracing the future. This set comprises of the first digital camera to concentrate exclusively on the bare functions of photography – shutter speed, aperture, focusing and ISO sensitivity and a newly designed Leica Summilux–M 35mm/ f1.4 ASPH stainless steel lens. The camera design excludes the LCD and shoots in RAW. Designed in collaboration with Audi Design, there are only 600 sets worldwide. Each set is presented in a specially designed hand–made presentation box.

BENEFITS OF THE LEICA M (TYP 240) EDITION “LEICA 60”:

- Easy to use –only four buttons to capture a moment
- New, classical design for camera and lens provides a special tactile experience
- Outside metal parts made of stainless steel & cladding of cowhide leather with special embossing
- Central ISO dial made of stainless steel on camera’s back side
- Carrying protector made of steel and leather to protector the camera and lens
- Use of a wide range of M lenses from 16–135 mm
- Set is presented in a hand–made presentation box made in Germany
- Special engraving on camera’s top cover and ‘Made in Germany’ seal

The LEICA M (TYP 240) EDITION “LEICA 60” consists of the camera, lens, battery, charger with power cables for EU and USA, carrying protector, accessory port cover, body cap, metal front and rear end caps, metal lens hood, metal screw ring for use without lens hood. This limited edition set is available exclusively at Leica Stores and Leica Boutiques from November 2014.

LEICA M EDITION “LEICA 60”

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Technical Details

Camera Type	Compact digital view and rangefinder system camera
Lens mount	Leica M bayonet with additional sensor for 6-bit coding
Lens system	Leica M lenses from 16–135 mm
Top cover	Milled stainless steel top cover with clear protection lacquer
Material	All-metal case made of die-cast magnesium, cow hide leather covering with special embossing. Cap and base plate made of stainless steel
Image sensor	Leica Max 24 MP CMOS Sensor, active area approx. 23.9 x 35.8 mm
No. of effective pixels	5976 X 3992 (24 Million Pixels)
Sensitivity range	ISO 200 – ISO 6400, manually adjustable in 1/3 ISO increments
Imaging platform	Integrated imaging circuit with Leica Maestro Image processor
Electronic viewfinder	Optional available, can be used for Live View and Play functionality
Shutter	Dual type focal plane shutter for classic image exposure and Live view
Shutter speed	1/4000 s – 60 s (in Bulb). 1/180 s flash synchronization
Burst rate	3fps (until buffer of 2 GB /SDNC cards up to 32 GB / SDXC cards)
File size	DNG approx. 48.2 MByte (uncompressed)
Color spaces	Adobe RGB
White balance	Automatic
Exposure metering	Through the Lens (TTL) metering at the effective aperture, center-weighted TTL metering for flash exposure with system-compliant SCA-3000/2 standard flash units
Metering principle / method	For metering the light reflected by the gray blades of the 1st shutter curtain onto a measuring cell: strongly center weighted
Exposure modes	Choice of automatic shutter speed control with manual aperture preselection – aperture priority A or manual shutter speed and aperture setting
Flash unit attachment	Via accessory shoe with center and control contacts
Synchronization	With 1st shutter curtain
Flash sync time	1/180s; slower shutter speeds possible below sync speed; automatic switch to TTL linear flash operation with HSS compatible Leica system flash units
Flash exposure compensation	On Leica SF 58: in all modes –3EV in 1/3 EV increments

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Displays in flash mode	Ready: Flash symbol LED constantly lit in viewfinder. Success confirmation: LED stays lit or briefly flashed quickly after taking the picture. Underexposure: LED temporarily goes out.
Loading	Manual film loading after opening the bottom cover and the rear panel
Focusing methods	Manual focus with optical rangefinder
Optical viewfinder	Large, light bright-line rangefinder with automatic parallax compensation, LED illuminated frame lines
Optical viewfinder frame lines	Framelines size matches image sensor size at 2m focusing distance. Image field selector for manual frame selection.
Optical viewfinder correction	Eyepiece adjusted to -0.5 dpt. Corrective lenses from -3 to +3 dpt available (optional)
Optical viewfinder magnification	0.68 x
Optical viewfinder display	In the viewfinder LED symbol for flash status (at bottom). Four-digit seven-segment LED digital display, brightness adapted to ambient conditions for: Warning in case of exposure correction, display of automatic shutter speed in automatic mode, advisory indicating use of metering memory lock LED exposure monitor with two triangular and one central circular LED with manual exposure setting, information about storage capacity of battery and SD card.
Rangefinder	Split or superimposed image rangefinder shown as bright field in the center of the viewfinder image
Rangefinder effective metering basis	47.1 mm (mechanical metering basis 69.25 mm x viewfinder magnification 0.68 times)
Power supply	Li-ion battery (included). 7.4 V, 1800 mAh
Sensor cleaning	Dust detection, manual cleaning function
Tripod thread	A 1/4 (1/4") DIN made of stainless steel in base plate
Dimensions	(Width x Depth x Height) approx. 139 x 42 x 80 mm or 5.5 x 1.7 x 3.1 inches
Weight	720 g (with battery)
Operating temperature	0 °C – 40 °C / 32° – 104° F
Software licenses supplied	Adobe ® Lightroom ®
Scope of delivery	Charger 100–240V with 2 mains cables (Euro, USA, varies in some export markets), Lithium ion battery, carrying protector, stainless steel body bayonet cap, stainless steel cover for accessory shoe, Adobe Photoshop Lightroom license, instruction manual, warranty card, exclusive new set presentation bod.

LEICA SUMMILUX–M 35 MM/F1.4 ASPH

Technical Details

Lens type	Leica Summilux–M 35 mm / f 1.4 ASPH
Material	All metal parts are made of solid stainless steel
Design	Audi Design
Angle of view	Diagonal approx. 63, horizontal approx. 54, vertical approx. 38
Number of lenses/ groups	9/5
Aspherical surfaces	1
Position of entry pupil	(in light incidence direction behind bayonet flange) 22.4 mm
Working range	0.7 to infinity
Scale	Meter / feet graduation
Smallest object field/ largest scale	Approx. 420 x 630 mm / 1:17.5
Aperture adjustment/ function	Locking aperture, half values adjustable, lowest value 16
Bayonet	Leica M quick change bayonet with 6-bit barcode lens identification for digital M models
Filter mount / lens hood	Non-rotating, female thread for E46 screw-in filter, male thread with stop for screw-on lens hood or thread protection ring (both supplied)
Viewfinder	Camera viewfinder
Length to bayonet support	45.8 / 59.5 mm (without / with lens hood)
Maximum diameter	Approx. 56 mm
Weight	Approx. 439 g
Scope of delivery	Lens front and rear stainless steel caps, stainless steel thread protection ring, stainless steel round lens hood, instruction manual, warranty card



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Pricing – Available exclusively at Leica Stores & Leica Boutiques

Order No	Description	UPC Code	Availability	SP
10779	LEICA M (TYP 240) EDITION “LEICA 60”	799429107796	Nov. 2014	\$18,500.00





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For more information on the LEICA M (TYP 240) EDITION “LEICA 60”:

click on: <http://us.leica-camera.com>

watch videos at: <http://vimeo.com/leicacamera>.

For images of the LEICA M (TYPE 240) EDITION “LEICA 60”:

click on: <https://leica.brickftp.com>

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