



PRESS RELEASE

EMBARGOED UNTIL MAY 10, 2012 9:00 PM CET / 3:00 PM EST

LEICA CAMERA AG EXPANDS THE LEICA S PROFESSIONAL CAMERA SYSTEM

New Leica S-Adapter H Enables use of Hasselblad H Lenses on the Leica S2

Solms, Germany (May 10, 2012) - Leica Camera AG presents a new accessory for the Leica S professional camera system: the Leica S-Adapter H. This adapter allows the portfolio of Hasselblad H-system lenses to be mounted onto a Leica S2 camera body with all lens functions, such as autofocus, central shutter control and automatic diaphragm, retained. The smart electronics of the adapter facilitate the complete integration of the lenses into the Leica S-System.

The Hasselblad H-system features a total of 11 central shutter lenses with focal lengths from 28 to 300 mm. As the S2 features a dual shutter system, users may toggle between the focal plane shutter (FPS) in the camera body or the central shutter (CS) in the lens utilizing the main switch. Photographers now have access to numerous additional lenses that increase the photographic options offered by the Leica S-System.

Hasselblad H-system users also benefit from the new adapter. The versatility of Hasselblad H lenses is expanded considerably when combined with an S2. For instance, as a result of the dual shutter system of the Leica S2, H lenses can be now used with the focal plane shutter at speeds of up to 1/4000th of a second. In combination with the Leica Maestro high-performance image processor, the camera's image sensor enables perfect, noise-free exposures up to ISO 1250.

Furthermore, the DNG format of images from the S2 enables direct connection to Adobe Lightroom 4 workflow software and seamless data transfer to Adobe Photoshop. The dedicated lens correction profiles computed by Leica for both programs help photographers to achieve maximum performance from the H lenses. In cases of a longer shooting session with high image frequency, the S2 also offers significant advantages due to its low power consumption. The optional multifunctional grip S with separate controls is a particularly useful aid for optimum camera handling for portrait-format shots.

The Leica S-Adapter H is now available from Leica dealers including the Leica Store Washington DC.

Media Contact for North America:

Evins Communications, Ltd.

212-688-8200

Julia Covelli

212-377-3593 / julia.covelli@evins.com

Media Contact for U.K.:

Leica Camera, Ltd.

Jenny Hodge

+44 (0)7920 291920 / jenny.hodge@leica-camera.co.uk