

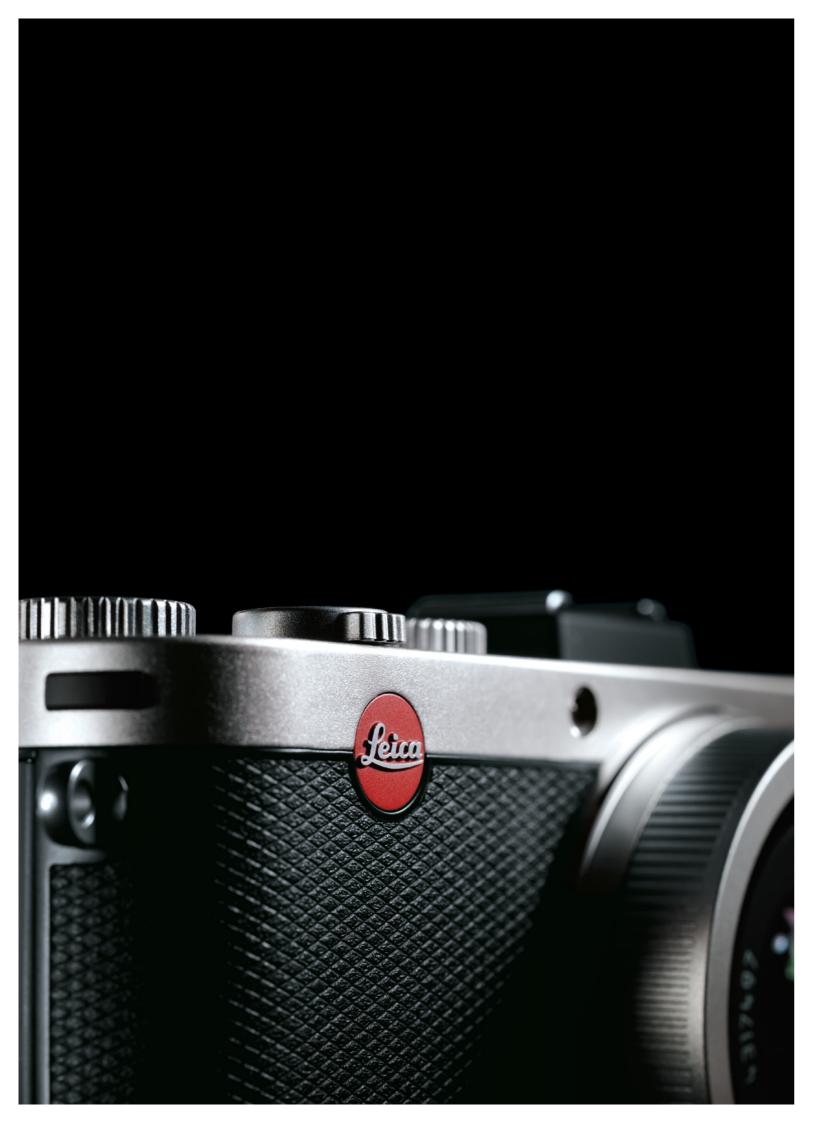
Leica Camera AG | Oskar-Barnack-Strasse 11 | 35606 SOLMS | GERMANY Phone +49-6442-208-0 | Fax +49-6442-208-333 | www.leica-camera.com



LEICA X2

Every moment tells a story.





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LEICA CAMERA AG

Passionate photography.





Oskar Barnack (1879–1936).

Sketched construction diagram by Oskar Barnack.

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



BLS W.

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Lens element and assembled lens testing.

Leica X camera: fitting the shutter

2012

Leica X2: the trailblazer of

its class in picture quality.

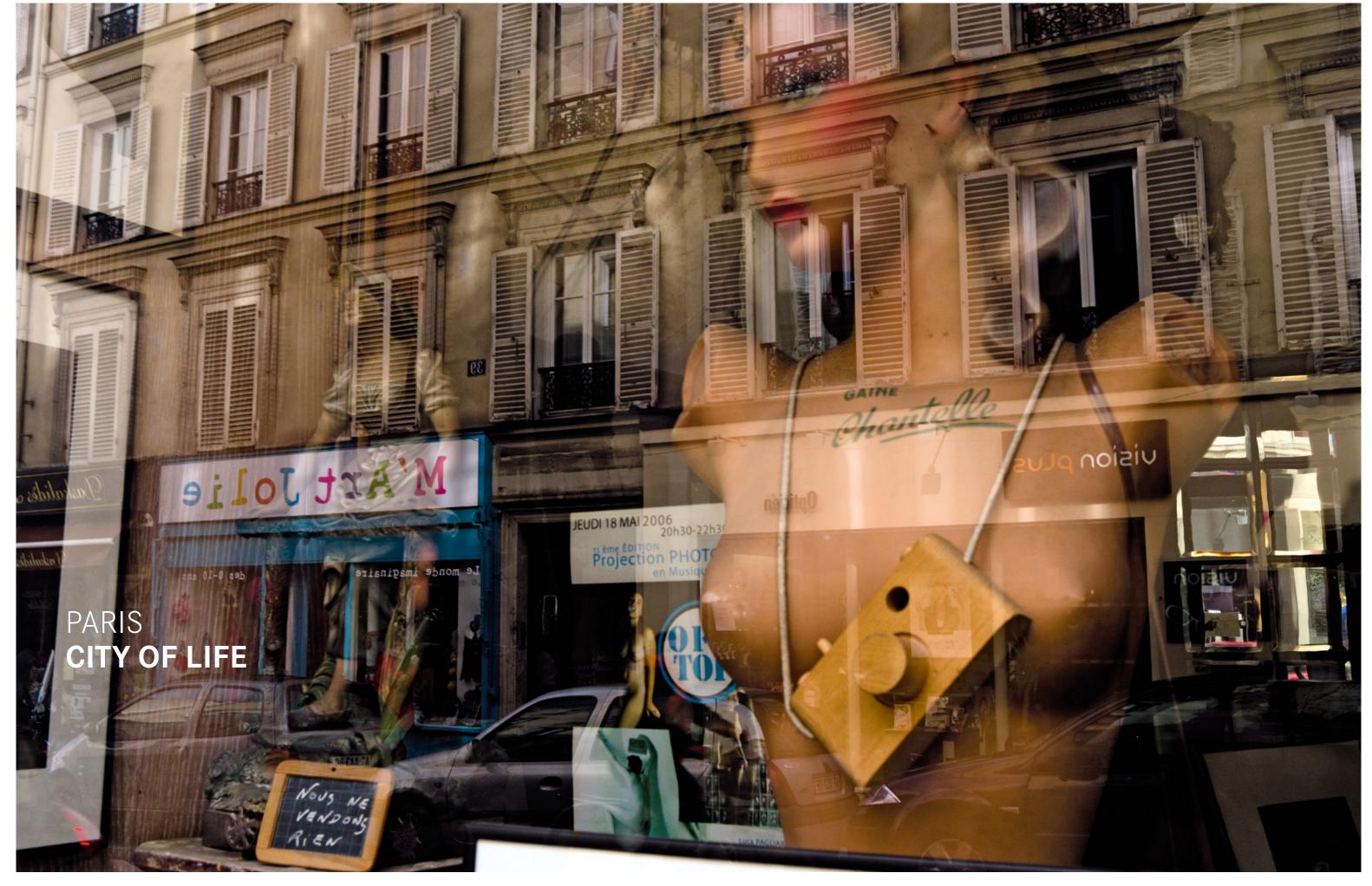
Leica X1

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 best possible 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 for the

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sheer joy of documenting life, one thing binds all Leica cameras together: they all help the photographer to concentrate on the essentials that comprise a great photograph. Each one 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 everyone who understands the fascination of photography and who loves a unique photograph.

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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 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 this 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. Some of the neighborhoods there are true melting pots of immigrants from around the world. Countless traditions and cultures are thrown together in a confined space. Life pulsates in a state multifaceted pandemonium. But therein lies Hoveeto's art: to penetrate this apparent chaos and reveal the lives of people within the urban environment. It is the art of sensing the perfect second to capture that ephemeral momentand hold it forever.



The "marché d'Aligre" flea market is a treasure trove of antique books and fascinating images – especially on 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.



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.

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 get to 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 entertainment district of Pigalle. Two neighborhoods that could hardly be more colorful or contrasting come together here. And here, Hoveeto finds what he is looking for: people whose clothing does not follow the dictates of 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 theater 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 artifice, is his abiding passion and his greatest challenge. With the Leica X2, he carries the perfect camera for his forays into cultural diversity.



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

Superb performance, made in Germany.



Shown full size, the camera is available in a silver or black anodized finish.



DELETE /FOCUS

Full-size view

For nearly 100 years, Leica's camera development has focused on the essence of photography: maximum image quality. Now as before, Leica's workshops produce cameras that aspire to nothing less than being the best in the world. The Lecia X2, entirely made in Germany, also lays claim to this position. It is equipped with a professional CMOS image sensor, extremely large for the camera's compact size, that works with the outstanding Leica lens to produce images of unmatched brilliance. But image results are not the only aspect of this device that are unparalleled. Its elegant design and meticulously crafted leather-style finish also ensure that you will always want the Leica X2 in your hands.

1 SIZE MATTERS

4 ICONIC DESIGN

7 ALWAYS READY

2 CLASSIC FOCAL LENGTH

5 COMPLETE CONTROL

8 CONCEALED FLASH

3 INTUITIVE

6 PRECISE AUTOFOCUS

9 UNIVERSAL FORMATS

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

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And the memories remain vivid.



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

1 SIZE MATTERS

If you are looking for premium image quality, the sensor can't be large enough. 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 over 16 megapixels, the individual pixels on the sensor are still very large and collect a lot of light. The result: extremely low image noise, a high dynamic range, and accurate color differentiation. The combination of an exceedingly large sensor and an extremely high-performance lens sets new standards in imaging quality for compact cameras. Indeed, this is where the Leica X2 shows its true greatness.

Image sensors in comparison - all images shown full size.







Compact camera, 1/1.63



1/2.33

2 CLASSIC FOCAL LENGTH

Countless iconic images in the history of photography were shot with a 35 mm focal-length lens - the classic lens for photojournalism. This focal length has made history and has lost nothing of its timeless charisma today. Quite the opposite, the Leica Elmarit 24 mm f/2.8 ASPH. lens in the X2, equivalent to this famous focal length in 35 mm film format, has the ideal qualities to continue writing history. Its superb optical performance is a source of sheer pleasure, while its moderate wide-angle characteristics and natural rendition of proportions opens up a particularly broad vista of potential uses. It is perfect for capturing each moment down to the last detail with absolute authenticity in pictures of outstanding quality - as though created to capture new images.

3 INTUITIVE

The handling of the Leica X2 is simplicity itself. Its automatic functions are as impressive as its wide variety of manual setting options. Thanks to its intuitive handling concept, photographers can concentrate completely on composition and the perfect instant to shoot. Even unpracticed users will soon discover the sheer pleasure of photography with a Leica X2. Never before has capturing true Leica images been so simple.

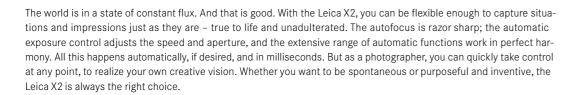
4 ICONIC DESIGN

The Leica X2 design also expresses its commitment to the essentials: compactness and finish. Reminiscent of the traditional M-Design, using the X2 becomes an instant love affair - not only due to its captivating looks, but also its wonderful feel in your hands. Once held, even for a moment, it becomes difficult to put it down. The weight of its robustly engineered full-metal chassis imparts an ideal impression of solidity while its leather-style finish is comfortable to the touch and allows for the perfect grip. The superior finishing of its premium materials makes the Leica X2 a true pleasure to hold, but its ultimate qualities are revealed when shooting.

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





The elegant and revealing dresses of the store window dummies epitomize the Pigalle and Montmartre, quarters world famous for their entertainment and nightlife.

5 COMPLETE CONTROL

For snapshots or painstakingly arranged compositions – the Leica X2 is the ideal camera for anyone with a passion for photography in its purest form. That's because it enables split-second changes between automatic and manual control. The dials on the top deck are easy to grasp when setting the shutter speed and aperture. Moreover, changing the plane of focus, the white balance, and other imaging parameters allows photographers to consciously influence the look or mood of their images. In live view mode, the generously sized high-contrast 2.7" monitor offers photographers constant control and a clear and detailed view, even in bright conditions.

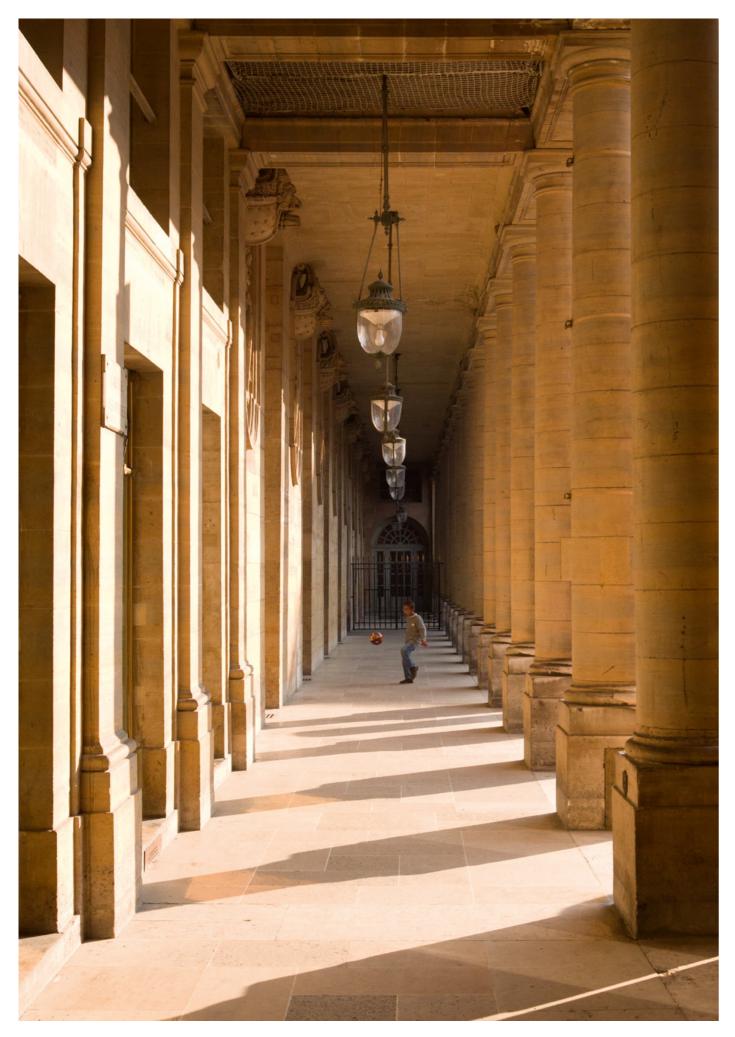
6 PRECISE AUTOFOCUS

The X2's new autofocus enables fast, extremely precise, and virtually silent focusing. Perfect for situations where spontaneous reactions are essential for capturing the right moment. It adapts flexibly to the momentary situation, for example, giving you the choice of the number of AF focusing zones and face recognition. This allows photographers to completely concentrate on their subjects.

7 ALWAYS READY

The Leica X2 enables the creative use of available light, even in poor lighting conditions. That's because the combination of a large image sensor, a fast Leica lens, and a maximum sensitivity of ISO 12500 provide maximum shooting flexibility. The low image noise of the X2's sensor ensures that image quality remains high long after the twilight hours begin. Perfect for photographers who wish to remain unobtrusive and discreet while capturing images of unique quality.

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

As flexible as the moment.



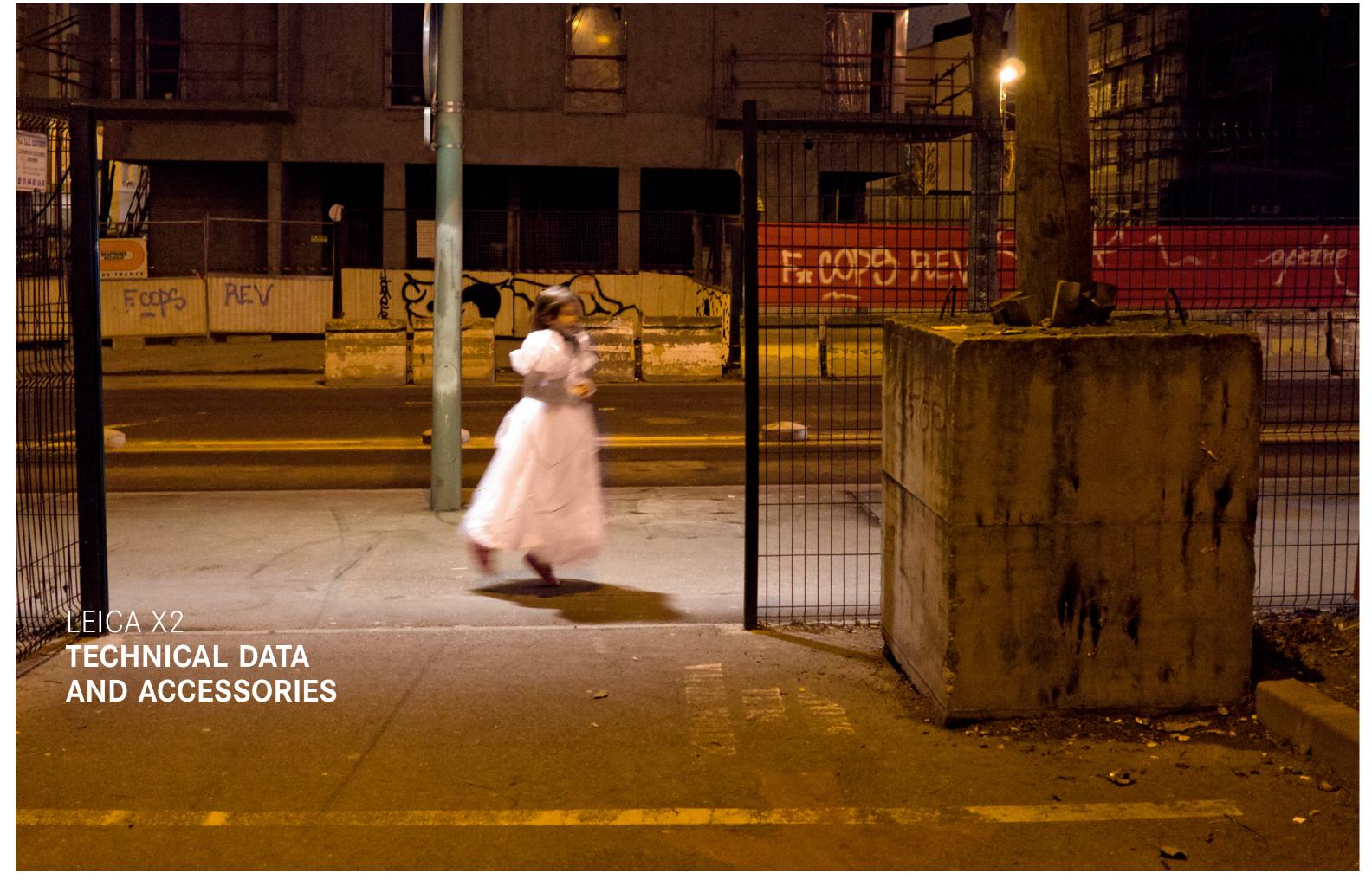
Thanks to its fast lens and wide ISO sensitivity range, the X2 rarely needs a flash. Whenever required, users can also activate the X2's pop-up flash as an additional source of light. If more power and flexibility are required, the Leica SF 24D and SF 58 system flash units are also compatible with the hot shoe of the X2.



9 UNIVERSAL FORMATS

The X2 generates JPEG data files for immediate use in just split seconds. It also allows RAW image storage in DNG format (Adobe® Digital Negative Format), a format that offers a wide range of creative options when post-processing images. All Leica X2 customers can download the professional workflow solution Adobe® Photoshop® Lightroom® free of charge for Apple Mac® OS X or Microsoft Windows®. This digital image processing software offers a wide range of functions for the management, processing, and presentation of digital images.





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

Technical data and accessories.

Product	Leica X2	black anodized	silver anodized	
Order no.		18 450	18 452	
Lens	Leica Elmarit 24 mm f/2.8 ASPH.: 8 elements in 6 groups, 1 aspheric element.			
Focal length	24 mm (35 mm film equivalent).			
Apertures	2.8 to 16 (1/3-EV increments).			
Focusing range	30 cm - ∞.			
AF focusing	1 point, 11 points, spot, face detection.			
Image sensor	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 fine, DNG+JPEG super fine, DNG+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 multizone metering, center-weighted metering, selective (spot) metering.			
White balance	Auto, daylight, tungsten, fluorescent, cloudy, shade, electronic flash, 2 manual settings, manual color temperature setting with fine tuning.			
Sensitivity	Auto, ISO 100, ISO 200	, ISO 400, ISO 800, ISO 1600, I	ISO 3200, ISO 6400, ISO 12500.	
Shutter speeds	30 s to 1/2000 s.			
Continuous shooting	3 fps or 5 fps, max. 8 co	onsecutive exposures with cons	stant shooting speed in DNG+JPEG fine quality.	
Exposure modes	Standard, dynamic, nat	ural, b/w natural, b/w high cor	ntrast.	
Flash				
Modes	Auto, flash exposure co	rrection, 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 cards	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 (4.88 × 2.72 × 2.03 in).			
Weight	Approx. 316 g/345 g (11.15 oz/12.17 oz) without/with battery.			
Package includes	Battery (Leica BP-DC8), battery charger (Leica BC-DC8), battery case, leather carrying strap, USB cable, lens cap, user manual.			
Software	Adobe® Photoshop® Lig	ghtroom® (free download option	n after camera registration).	

EVF2 (Electronic Viso-Flex Finder)

Order no. 18 753

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





Viewfinder

Order no. 18 707

The black accessory mirror 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 draining the battery.



Leica SF 24D flash unit

Order no. 14444

Accessory flash unit for greater freedom when illuminating a wide variety of subjects.



Handgrip

Order no. 18 712

The accessory handgrip guarantees additional grip and stability, for instance when shooting one-handed.



Mini-HDMI cable

Order no. 14491

Accessory 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 leather provides optimum protection for the Leica X2 body and feels absolutely wonderful.



Leather case

Order no. 18 755

This high-quality camera case in black leather matches the elegant design of the X2 and protects the camera when carrying.



Ever-ready case

Order no. 18 754

This high-quality camera case in organically tanned cowhide is virtually water-repellent, so raindrops can not leave water stains. Protected but always ready. The camera can be kept in the case while in use.



System bag

Order no. 18 757

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



Hand strap

Order no. 18 713

In terms of looks and feel, the practical carrying strap in black calfskin satisfies even the most demanding Leica users.



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features, and ranges without advance notice.

Concept and design: G2 Germany, Frankfurt

Product photography: Alexander Göhr & Berndt Photography

Editorial photography: Hoveeto

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