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LEICA V-LUX 40

Ready for new perspectives.

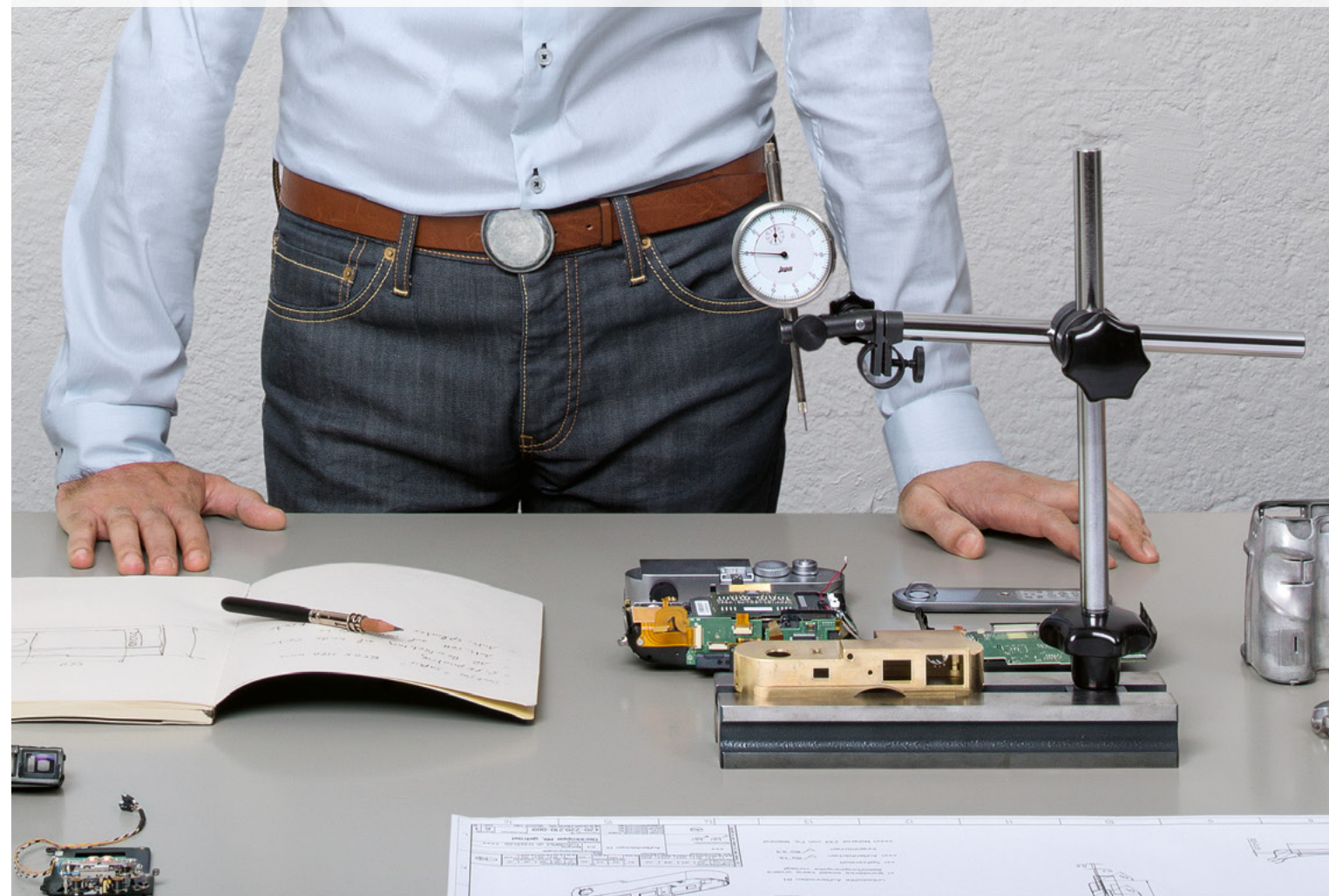




Photo by Iskander Abdulkarim | Development engineer at Leica.

Not full size.

LEICA. MY LIFE

My V-Lux 40 lets me stop time.

“I’m the sort of person who always wants to know how things work and never gives up. I like to understand how something functions before I try using it. As a development engineer at Leica, I deal with cameras every day. So it’s natural that I’m interested in photography.

When I’m taking photographs, I don’t concentrate on one particular subject. Instead, I’m more interested in capturing the atmosphere and the feeling of that moment. And then, I can relive these moments through my photographs – that’s something that fascinates me. So when I’m choosing a camera, it’s important that it fits into the pocket of my jeans. That means I’ll always be ready for those special moments, so I can catch them and keep them forever.” | **Iskander Abdulkarim**

ENORMOUS FOCAL LENGTH RANGE Just like every other Leica lens, the new Leica DC Vario-Elmar 4.3 – 86 mm f/3.3 – 6.4 ASPH. (24 – 480 mm equivalent) built into the V-Lux 40 is a true masterpiece. The enormous range of focal lengths provided by this 20 × optical zoom lens for still and video capture stretches from a 24mm superwide angle to a 480 mm super-telephoto. High-precision aspherical elements and an image stabilizer are incorporated to guarantee outstanding imaging performance.

NEW IMAGE SENSOR The new 1/2.33" CMOS image sensor in the Leica V-Lux 40 captures 15.3 megapixels (14.1 MP effective) to ensure excellent picture quality. It enables a higher dynamic range as well as particularly noise-free images at sensitivities up to ISO 3200. In comparison with its predecessor, the Leica V-Lux 40 now offers significantly improved image quality, even in low light. In addition to this, its autofocus speed of 0.1 seconds allows even faster focusing on moving subjects.



The 3" LCD touch screen is outstandingly easy to use.

Now equipped with 20 × optical zoom.

EXTREME VERSATILITY When it comes to the range of functions, the features of the Leica V-Lux 40 leave nothing to be desired: from a continuous shooting rate of 10 fps at full resolution, and even 60 fps in high-speed mode, to creative modes with effects like miniature world, panorama, and retro. The V-Lux 40 offers additional functions for in-camera processing, and the camera is supplied complete with a software package comprising Adobe® Photoshop® Elements 10 and Adobe® Premiere® Elements 10 for post-processing still pictures and video. For even more flexibility, the camera battery can now be recharged from a PC or laptop via the USB connector, or with an AC power adapter.

TIMELESS DESIGN The new design of the Leica V-Lux 40 is highlighted in classic black. Chromed elements set contrasting accents and lend the camera a refined and timelessly elegant look. Thanks to its ergonomic design and compact size, it is also a pleasure to hold and handle. This high level of handling convenience is further highlighted by its impressive 3" LCD touch-screen display.

VIDEO IN FULL-HD QUALITY Full-HD videos captured by the V-Lux 40 impress with their perfect rendition of the finest details, even with fast-moving subjects. This is made possible by recording in AVCHD format at 1920 × 1080 pixels resolution and 50 full frames per second. New: Videos can now also be saved in Internet-friendly MP4 format and can be uploaded directly to social media or mobile devices, for example, without any need for conversion. Outstanding audio quality is ensured by an integrated stereo microphone with a built-in wind-noise filter.

INTEGRATED GPS FUNCTION Its integrated GPS module also makes the V-Lux 40 the ideal camera for traveling. It not only registers the location and time in the Exif data of each image file, but also shows any major sights that are located in the surrounding area. The DVD included in the package contains maps of important cities and regions. These can be transferred to an SD card and uploaded to the camera as an aid to orientation in unfamiliar surroundings. Thumbnails of images can also be added to the maps.

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