



PRESS RELEASE

Next Milestone for the Leica M-System Leica M EV1: The first M-Camera with an integrated electronic viewfinder

SHORT RESUME:

Leica introduces the new Leica M EV1 – The first M-Camera with integrated electronic viewfinder

Leica Camera AG presents the Leica M EV1, the first model in the legendary M-System to feature an integrated electronic viewfinder (EVF). This innovation combines the timeless rangefinder experience with the advantages of modern digital precision, offering photographers new levels of flexibility and control.

The built-in EVF enables convenient and highly accurate manual focusing, supported by dioptre adjustment and focus assist tools.

With the new Leica M EV1, Leica unites tradition and innovation, preserving the essence of the M-System while introducing a new level of creative precision and confidence for modern photographers.

INFOS

Price: 7950€ (incl. VAT)

Available online or at Leica Boutique Zaventem

Address: Weihoek 1, 1930 Zaventem

<https://www.fiftypointeight.shop/en/products/leica-m-ev1-black>

PRESS RELEASE

With the new Leica M EV1, Leica Camera AG introduces a major evolution within the M-System: the first M-Camera with an integrated electronic viewfinder (EVF). This new model combines the precision and heritage of the M with the flexibility of an EVF, offering easier focusing regardless of visual acuity – particularly useful when using Summilux and Noctilux lenses at shallow depths of field or when working with ultra wide-angle, telephoto, or macro lenses.

For over a century, Leica has continuously redefined photographic standards. From the first 35mm Leica I (1925) to today's digital M series, each generation reflects innovation and craftsmanship "Made in Germany." The M EV1 continues this legacy while addressing a long-standing customer request for an electronic viewfinder, expanding creative possibilities for both new and experienced M photographers.

The 5.76 MP high-resolution EVF offers exceptional clarity, accurate color, and real-time exposure preview. Focus peaking and focus zoom ensure precise manual focusing, while a configurable front lever allows quick access to focus aids or digital zoom. Integrated diopter



adjustment (-4 to +2) and automatic switching between EVF and touch panel enhance usability.

Based on the Leica M11 platform, the M EV1 features a full-frame BSI-CMOS sensor with Triple Resolution Technology (60, 36, or 18 MP). Images can be saved as DNG or JPEG to internal 64 GB memory or SD card. The Maestro III processor ensures fast data handling and excellent image quality. Connectivity includes Bluetooth, Wi-Fi, and cable support for the Leica FOTOS App, with background transfer via Bluetooth Low Energy.

Like the M11-P and M11-D, the M EV1 integrates Content Credentials by the Content Authenticity Initiative (CAI), adding a secure digital signature to verify image authenticity.

Handmade in Germany, the camera retains the M's timeless design while introducing refined details, including a diamond-pattern leatherette.

100 Years of Leica: Witness to a Century

In 2025, Leica Camera AG celebrates the 100th anniversary of the Leica I, first presented at the Leipzig Spring Fair in 1925. As the first mass-produced 35mm still camera, it transformed photography through its compact design and versatility.

Under the motto "100 Years of Leica: Witness to a Century," Leica marks a century of continuous camera production with cultural projects, special editions, and international events in cities such as Dubai, Milan, New York, Shanghai, and Tokyo. The anniversary week in Wetzlar was the highlight of the celebrations, complemented by major exhibitions in Leica Galleries worldwide featuring renowned photographers.

About Leica Camera

Leica Camera AG is a leading German manufacturer of premium cameras, lenses, and sports optics, with headquarters in Wetzlar and a second production site in Portugal. The company operates around 120 Leica Stores globally. Its expertise extends to mobile imaging, eyewear lenses, watches, and home theater projection systems.

The Leica brand represents German craftsmanship, precision design, and innovation, while fostering photographic culture through the Leica Akademie, 30 Leica Galleries, and prestigious awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).