



### **Leica V-Lux Explorer Kit:**

**From today, the universal compact camera is now also available as a set with added extras**



**Wetzlar, 24 August 2017.** From today, the universal compact camera for travel, wildlife and sports photography - the Leica V-Lux - is also available as a set with additional accessories. In addition to the camera, the set includes a 'Bowery for Leica, Nylon, black' system bag from the exclusive 'ONA for Leica' bag collection. The robust bag is distinguished by its style and functionality. With its cleverly designed features and variable inner compartments, it offers optimum protection and ample space for the safe stowage of the camera kit and personal items. The set also includes a 'Leica Rope Strap designed by COOPH' in red. Made from the same material used for climbing ropes, and featuring elements in Italian leather, this simultaneously robust and elegant carrying strap ensures safe and comfortable carrying of the camera in every situation.

The technical specifications of the Leica V-Lux compact camera in the set are identical to those of the standard model and impress with the same extensive range of features, versatile functions and an intuitive handling concept. Whether for travel, at sporting events or on outdoor adventures – the Leica V-Lux is the perfect camera for capturing photographic memories in perfect picture quality. With an enormous range of focal lengths from 25 to 400 mm, its zoom lens is simply ideal for all photographic situations – from wide-angle, standard, and telephoto photography to macro close-ups down to a distance of only 3 cm. Its fast autofocus reliably captures every subject and a continuous shooting function with up to 12 frames per second at full resolution make it the perfect choice for sport and wildlife photography. The camera's performance profile is complemented by a high-definition, 4K-resolution, digital video recording function that captures true-to-life

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memories in moving pictures.

## **NOTES TO THE EDITOR**

**Leica V-Lux Explorer Kit**  
RRP AUD\$1890

***All products available from August 24, 2017***

### **About Leica Camera AG**

Leica Camera AG is an internationally operating premium manufacturer of cameras and sport optics products. The Leica legend is founded on the lenses of the long-established company. Together with innovative technologies, they provide for better images in all concerns of vision and perception. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company is internationally represented by its branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Australia and the USA. New, innovative products have pushed the company's recent positive development.