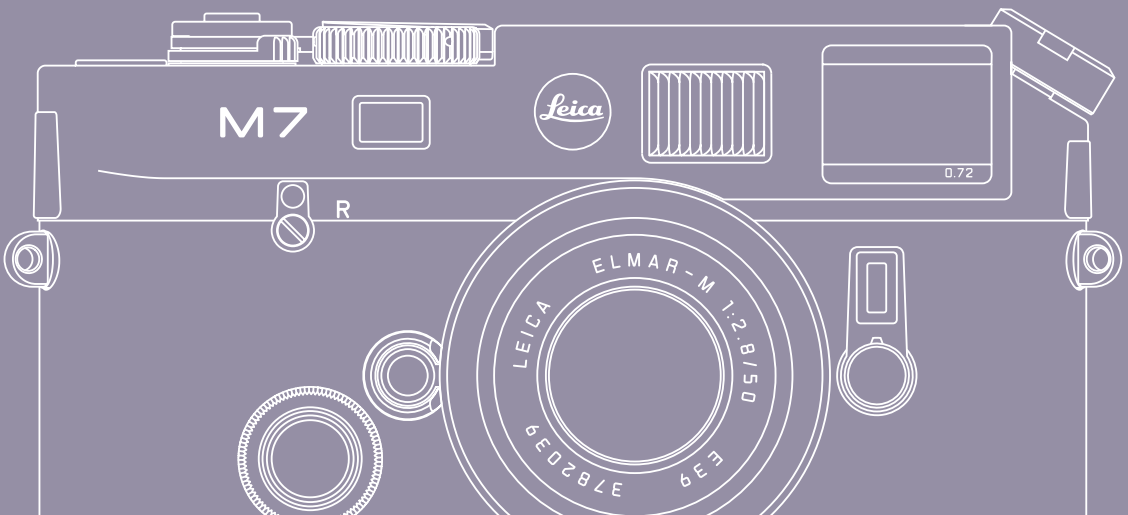




LEICA M7





The beginning was easy Most photographers of Oskar Barnack's time would have related to his dream of designing a handy lightweight camera as an alternative to the heavy plate cameras that were in use in those days. His idea was as simple as it was ingenious : Instead of the large breakable glass plates, Barnack, who had been the research and development manager at Leitz Wetzlar since 1911, chose negative motion picture film and designed a small housing for it. Thanks to an outstanding lens designed by Prof. Max Berek, he was able to begin using this small camera, later called the "Ur-Leica", in 1913 to take remarkable reportage pictures. Introduced in 1925, the Leica I with its unprecedented mobility and quick handling was received enthusiastically by photojournalists and by the artistic avant-garde, quickly becoming the first truly successful 35mm camera. It became the tool of people who created the image of their time. And it still serves that purpose today.

Evolution follows revolution Revolutions erupt when traditions obstruct the spirit of the times. They are successful when their values outlast vogues. The Leica accomplished just that : a sequence of evolutions followed the revolutionary idea. The basic constants – especially its unique cloth focal plane shutter and its modular design – make the Leica a classic. But the Leica was and is a modern classic. Model after model brought improvements. Interchangeable lenses or the combined range-viewfinder are evolutions that today are firm elements of that tradition. The 1954 change to the Leica M bayonet brought greater convenience and quickness. Revolutionary progress in optics keeps leading to new standards in lens performance. The Leica M6 has been the peak of evolution of an idea that remained young for decades. But the year 2002 marks yet a new chapter in the history of the Leica M system.



1954 The LEICA M3 heralds a new era in 35 mm photography. Its handiness, quickness and innovations like the combined range- and viewfinder with bright-line frames, hinged back and rapid-change bayonet met with enthusiastic acceptance. Exposures were determined with the clip-on LEICAMETER.



1958 The LEICA M2 expands the M series with a model featuring bright-line frames for 35, 50 and 90 mm lenses. The exposure counter has to be reset manually. After 1959 it is equipped with a selftimer.



1967 The LEICA M4 is introduced with many innovations. Among them simplified film-loading without a separate take-up spool, an angled rewind crank that is more practical than the earlier knob, and bright-line frames for 35, 50, 90 and 135 mm lenses.



1971 The LEICA M5 is the first M camera with selective through-the-lens exposure metering. Other new features are its black chrome finish, metered exposure times of up to 30 seconds, a larger shutter speed dial and a hot shoe for electronic flash units.

Premiere of a classic Classics are works that clash with the present. They are never modified – instead they are re-interpreted on the basis of a changed world : With the LEICA M7, a classic celebrates a new premiere. Convenience and fast operation of the camera have been enhanced even further with automatic shutter speed control and detail improvements. Not just the functions themselves are revolutionary, but their seamless integration into the classic Leica M camera concept. The Leica cloth focal plane shutter – with its vibration-free and quiet action is a must for a genuine Leica M camera – is now controlled electronically. Form, size and the proven operating concept were retained without changes. Virtually all system components of the preceding models remain compatible. Photography with the new LEICA M7 is a surprisingly new and yet unchanged experience.

“I have tested the LEICA M7 in Uganda and Serbia and found it to be a photographer’s ideal tool in the world’s hot spots. My photographic style is strongly influenced by the Leica M and the new LEICA M7 will allow me to realise my ideas even faster.”
 Claus Bjørn Larsen, photographer at Berlinske Tidende (Copenhagen), Winner World Press Photo 2000



Scale 1:1



1984 Leica presents the new LEICA M6. For the first time, selective through-the-lens exposure metering was integrated into the traditional Leica M body. In the viewfinder, a light balance serves for exposure metering and bright-line frames for six focal lengths are activated automatically.

1998 is the year in which the M series achieves the next level of evolution with the LEICA M6 TTL. Simplified operation – based on the technical features of the M6 – and modern flash exposure control with TTL flash exposure metering open new fields of application for Leica M photography.

“In my capacity of product manager, I have asked many customers what we should improve on the Leica M6. Some responded : ‘Keep it exactly as it is !’ Others said : ‘A modern automatic exposure time control.’ I believe that we succeeded in both instances.”
 Stefan Daniel, Leica Camera AG

LEICA M7 – 7 impressive innovations

— Work more accurately

The legendary cloth focal plane shutter in all Leica M cameras was thoroughly redesigned – it now controls exposure times electronically, virtually inaudibly.



— Make automatic exposures

As an alternative to the familiar manual exposure balance – which, of course, continues to be available – the LEICA M7 features a comfortable, stepless automatic shutter speed control with metered value storage at the shutter release button.

— Start immediately

An ON/OFF switch is positioned ergonomically right next to the release button. In the ON position, it turns the electronics of the LEICA M7 on. In the OFF position, it blocks the shutter release button.

— Stay informed at all times

A system that is very unusual in rangefinder camera displays : A total of 33 different readings is shown in the viewfinder of the LEICA M7 in an area of less than two square millimeters – enlarged 15 times for optimal information.



— Use flash creatively

In conjunction with a specially equipped flash unit, the LEICA M7 can also be triggered by the second shutter curtain. The advantage : a natural pictorial rendition, for instance with long exposures and fill-in flash.

— Flash at ultra-high exposure times

In addition to the regular 1/50 second synch speed, the M7 in conjunction with special Metz flash units can now flash at synch speeds up to 1/1000 second. In this mode, the settings of the exposure and the flash are made manually.

— Prevent faulty exposures

On the LEICA M7 there are two options of setting the film speed : manual and automatic (with DX coding). This eliminates faulty exposures that result from setting wrong ASA film speeds. An override feature of ± 2 f-stops is available for exposure corrections in the automatic exposure mode.



The LEICA M7 Absolute reliability in all situations, emergency operation without batteries, the use of the very best materials, great value retention, longevity, high-precision optical and mechanical components : typical characteristics of the new LEICA M7, the fast and convenient alternative to the LEICA M6.

The range-viewfinder system is an optical masterpiece, created for photographic work at the highest level. Unlike a reflex system, in which the focal length and the light intensity affect the measurement, the measuring base of the rangefinder in the Leica M always remains the same, regardless of the lens that is being used. That is why its accuracy with short focal length lenses is many times more accurate. In addition, a special method of distance measuring guarantees fast, accurate and razor-sharp focusing, even under extremely poor light conditions. In order to enhance contrast and brightness even further, an especially scratch-resistant multi-coating is now being applied to the viewfinder windows. All the other information that is relevant for a perfect result, as well as the surroundings of the subject is visible in the bright-line viewfinder – ideal prerequisites for spontaneous, inconspicuous photography. There are three viewfinder magnifications to choose from : The wide-angle and eyeglass wearer version of 0.58 x, the universal magnification of 0.72 x and the tele variant of 0.85 x.



The automatic shutter speed control Faster, more convenient and reliable : In addition to the familiar manual exposure settings, the LEICA M7 features a stepless automatic shutter speed control – once the f-stop has been selected on the lens, the camera's electronics automatically determine the ideal shutter speed for the correct exposure, even for long exposure times of up to 30 seconds. Another innovation : With the exposure value storage at the release button, the desired exposure can be retained for a particular part of the subject. And when desired, the exposure override feature now also permits over- or under-exposures of ± 2 exposure values of entire exposure sequences.



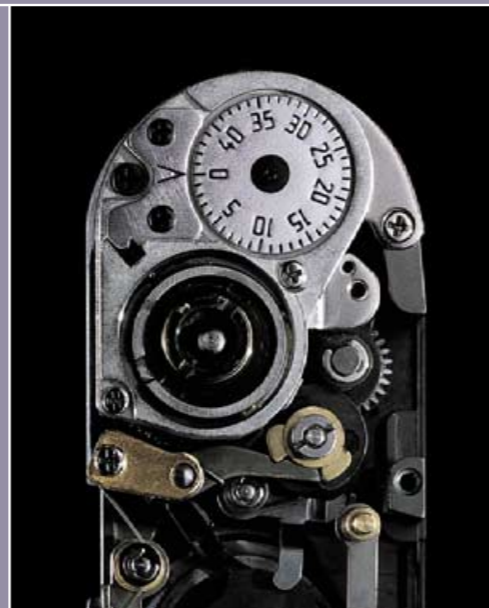
The shutter The unique cloth focal plane shutter of the Leica M is legendary. While retaining all its advantages, it has now been completely redesigned in order to incorporate the electronic control of the exposure times, which is the foundation of the equally new automatic shutter speed control. Two mechanically controlled shutter speeds of 1/60 second and 1/125 second guarantee the functionality of the LEICA M7 even when the batteries are dead. Furthermore, the shutter release cycle that was already extremely quiet, fast and vibration-free in the preceding M6 model, has been retained. The exposure delay amounts to a mere 25 milliseconds in spite of the electronic control and thus it is nearly ten times faster than that of a conventional autofocus single-lens-reflex camera.



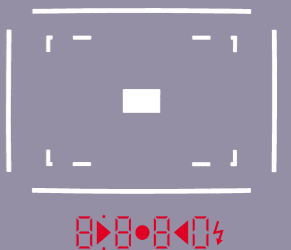
Exposure metering Backlighting, sports illumination or laterally grazing light results in different colors, brightnesses and contrasts. A challenge that the M7 meets without difficulties. Its selective through-the-lens exposure metering is activated by a slight pressure on the shutter release button. A photo diode then measures the light that is reflected from a white spot on the shutter curtain and gathered by a collector lens. This selective exposure metering works absolutely precisely and thanks to its high sensitivity, it can even be used in candlelight. In conjunction with the stepless automatic shutter speed control, perfectly exposed images are possible under all conditions without any problems.



The mechanisms are unsurpassed in terms of precision and dependability. High-grade materials are used exclusively : The top plate of the M7 is milled from a solid block of brass by a modern process. The main body and the housing are made of lightweight but extremely rugged die-cast aluminum. The LEICA M7 works quickly, easily and above all, quietly – it has no noisy hinged mirrors and spring-loaded automatic diaphragms. Therefore the sound of the shutter release is significantly more quiet than the familiar clatter of single-lens-reflex cameras. The chrome-plated rapid-change bayonet and the few knobs and switches are equally robust and long-lived. They are positioned so conveniently and designed so ergonomically that they can even be operated while wearing gloves. With their palpable marking, Leica lenses can also be changed in the dark. They can be placed on a surface without their protective back covers because there are no protruding pins and levers that could be damaged.



The viewfinder displays 33 display items within an area of just 0.7 x 2.3 mm constitute a masterful achievement that is unique in a rangefinder camera. Especially because the readings are displayed at 15 x magnification, so that the photographer has an optimal overview of all the information he needs for a good exposure at a single glance. The automatically generated shutter speed is indicated by an LED display at the bottom of the large and bright viewfinder image. The proven light balance was preserved for using the LEICA M7 in the manual mode. For long exposure times, the viewfinder display shows the time that remains. In the "B" time exposure mode, the display counts the elapsed seconds upwards. The brightness of the display adjusts itself automatically to the prevailing subject brightness, assuring the best visibility even in bright sunlight, and in available light situations it prevents the display from blinding the observer.





The ON/OFF switch The separate ON/OFF switch is a new feature on the LEICA M7. For ergonomic reasons, it was positioned right next to the shutter release button and it serves to activate the camera's electronics. The film speed of the film that has been loaded into the camera is automatically displayed in the viewfinder during the first two seconds after the camera is switched on. The OFF setting blocks the shutter release.

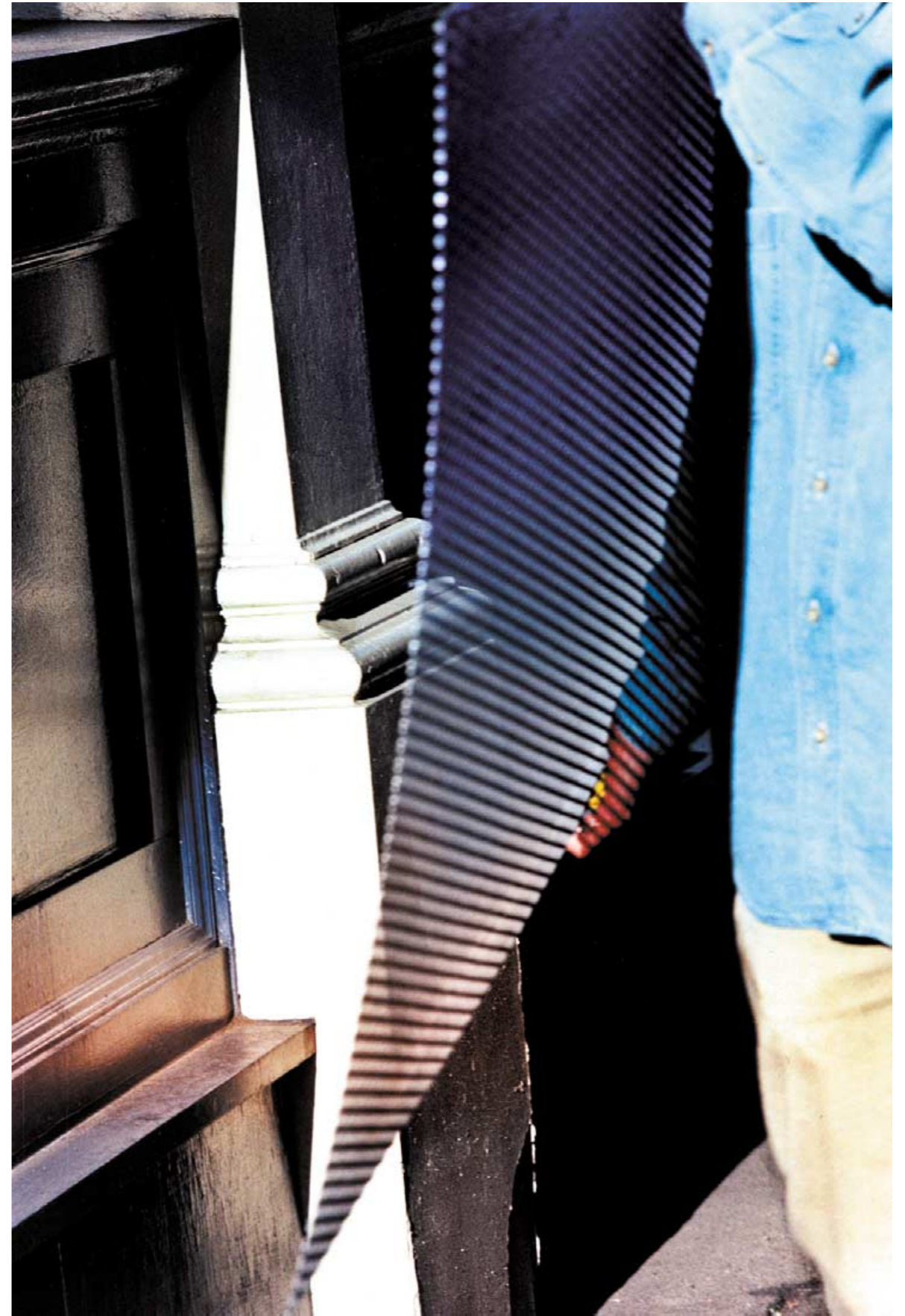
The flash synchronization time In addition to the familiar flash exposure metering feature of the LEICA M6 TTL (Through-The-Lens), the LEICA M7 has another technical innovation that makes it easy to apply a properly balanced fill-in flash in many daylight situations – with a synchronizing time of up to 1/1000 second. The exposure and flash settings in this case are made manually. A specially equipped Metz flash unit was designed for this fast flash technique.

Flash at the second shutter curtain When you want your pictures to convey a truly natural impression, like the impression created by a time exposure with fill-in flash, for instance, the LEICA M7 can also be set to trigger the flash with the second shutter curtain. This function is also available with the specially equipped Metz flash unit.



DX Coding The LEICA M7 automatically sets the film speed, so that from now on accidental faulty exposures caused by incorrectly set ASA values are definitely a thing of the past. Of course you may also choose to set the film speed manually as before.

“Virtuosity at the Speed of Light : The M7 re-defines an old enigma ... light ... and every photographer has his or her own special relationship to the light that caresses the film. With the aperture priority metering system in this Leica it is only the finger-tips that exist between the eye and the film. Working either by day or at night the rapport with the illumination is absolute. One can control and simultaneously create with the light source, all the while profiting from the balance and rythm of the Leica rangefinder system. There has never before been such an intelligent way to photograph. The photographer is the light.”



Born in Los Angeles in 1939, moved to New York in 1969, where he initially worked as a fashion and essay photographer for such magazines as “Look” and “New Yorker”. After the publication of three photographic books, abstraction and strict formalism made him a leader in artistic black-and-white photography. He took his first color photographs and increasingly more spontaneous pictures in the eighties. His large retrospective book “Deus ex Machina” appeared in 1999.

Technical Data



Camera	LEICA M7	0.72 black	0.72 silver	0.58 black	0.85 black
Camera Order No.		10 503	10 504	10 501	10 505
Camera type	Compact 35 mm rangefinder system camera with electronically controlled shutter plus two mechanically controlled shutter speeds.				
Lenses	Leica M lenses with focal lengths from 21 to 135 mm				
Viewfinder principle	Large, bright combined range- and viewfinder with bright-line frames and automatic parallax compensation. Eyepiece corrected for -0.5 diopter. Correction lenses from -3 to +3 diopters are available. Bright-line frames are activated in pairs : 28 and 90 mm (90 mm by itself in the LEICA M7 0.85), 35 and 135 mm (35 mm by itself in the LEICA M7 0.58), and 50 and 75 mm. The respective bright-line frames are activated automatically when a lens is locked in place. Any desired frame can be previewed by means of the preview lever.				
Parallax compensation	The horizontal and the vertical differences between the views covered by the lens and by the viewfinder are automatically corrected as the lens is focused, i.e. the bright-line frame in the viewfinder covers the same segment of the subject that the lens does.				
Large base rangefinder	Split-image and coincident-image rangefinder within a bright field in the center of the viewfinder image.				
Effective measurement base	LEICA M7 0.58 : 40.2 mm / LEICA M7 0.72 : 49.9 mm / LEICA M7 0.85 : 58.9 mm				
Exposure metering	Selective through-the-lens (TTL) exposure metering at working aperture. Center-weighted integral TTL metering for flash exposures with dedicated SCA 3000 standard flash units. Measurement principle The camera measures the light reflected by a white spot in the center of the first shutter curtain. That spot has a diameter of 12 mm and it covers approx. 13% of the full film format. Metering range (at ISO 100/21° and f/1) From 0.03 cd/m ² to 125000 cd/m ² . In terms of exposure values, this corresponds to EV-2 to EV-20 or 4 seconds at f/1 to 1/1000 second at f/32. The left triangular LED of the light balance in the viewfinder blinks when the reflected brightness is below the camera's metering range.				
Film speed range	Choice of automatic film speed setting with DX-coded film cartridges from ISO 25/15° to ISO 5000/38° or manual setting from ISO 6/9° to ISO 25000/45°. By means of the exposure over-ride (± 2 EV), films with speeds ranging from ISO 1.5/3° to ISO 25000/45° can be used.				
Exposure modes	Choice of automatic control of the shutter speed – with corresponding viewfinder display – at a pre-selected f-stop (aperture-preferred automatic exposure), or manual setting of shutter speed and f-stop in accordance with the LED light balance in the viewfinder.				
Flash exposure control	Flash unit connection By means of the accessory shoe with central and control contacts (hot shoe) or via the standard flash connector socket. Synchronization : Can be triggered by the first or the second shutter curtain (with an appropriate flash unit and a SCA-3502 Adapter). Flash synch speed 1/50 second, set automatically in the AUTO mode; slower shutter speeds can be used with manual settings; faster shutter speeds (1/250 s, 1/500 s, 1/1000 s) can be used with manual settings if the flash unit being used offers the “High Speed Synchronization” function with an SCA-3502 Adapter. Flash exposure metering (with an SCA-3501/3502 Adapter, or a standard SCA-3000 flash unit such as the LEICA SF20) TTL control with center-weighted integral metering. Film speed range for TTL flash exposure metering ISO 12/12° to ISO 3200/36°. Displays when flash is being used Readiness : The flash symbol LED in the viewfinder remains lit. Flash confirmation : The LED remains lit or it temporarily blinks rapidly after the exposure. Under-exposure is indicated by a temporary extinction of the LED.				
Viewfinder displays along its lower edge	LED symbol for flash status ; four-digit, seven-segment LED digital display ; display brightness adjusts automatically to ambient brightness ; decimal point as well as a point above it for the indication of film speed ; exposure correction warnings ; the automatically generated shutter speed in the automatic mode ; indication of the use of a stored exposure setting; warnings of brightness readings below or above the camera's measuring range in the automatic shutter speed mode and of exposure times longer than 2 seconds. LED light balance with two triangular and a central round LED in the manual exposure control mode.				
Shutter and shutter release	Shutter Horizontally running, rubberized cloth focal plane shutter. Extremely quiet. Controlled electronically, plus two mechanically-set shutter speeds : 1/60 s and 1/125 s. Shutter speeds stepless from 32 s to 1/1000 s in the ‘AUTO’ automatic shutter speed control mode. In the manual mode, from 4 s to 1/1000 s in full steps, plus ‘B’ for time exposures of any length. Flash synch speed 1/50 s. Shutter release Three stages : energizing – metered exposure value storage – release. Release button has an integrated thread for standard cable releases.				
Film transport	Advancing Manually with quick wind lever or motorized using LEICA MOTOR-M. Rewinding Manually with rewind lever after turning the lever to “R” on the front of the camera. Frame counter On the top of the camera. Resets automatically on removal of base plate.				
Camera body	Material Enclosed all-metal body with foldable rear panel. Brass top plate and base plate, both chromium plated in black or silver. Tripod thread A 1/4 (1/4") DIN in base plate.				
Operating voltage	6 V. Power supply 2 lithium cells, type “DL 1/3 N”. Battery check shown by flashing of the LEDs in the digital display or the light balance or by illumination of the display “bc” or the LEDs going out.				
Dimensions (W x H x D)	138 x 79,5 x 38 mm				
Weight	610 g (without batteries)				

Accessories

Accessories that are tailored specifically to Leica M cameras make photography even easier and even more pleasurable.



Flash LEICA SF20, with diffuser screen for 24–28 mm wide-angle lenses, velvet pouch.
Connection TTL flash exposure metering with LEICA M7 and M6 TTL ; automatic mode with all Leica R- and M-models with center contact in the accessory shoe (hot shoe) ; can be used on cameras without a hot shoe by means of commercially available flash adapter cables or hot shoes.
Guide number 20 (metric). **Functions** Exposure can be varied by ± 3 f-stops ; angle of coverage sufficient for 35 mm wide-angle lenses ; with a diffuser, coverage is adequate for 24 mm and 28 mm wide-angle lenses. Three automatic apertures in the 'A' mode : f/2.8, f/5.6 and f/11 (takes the film speed into account). Flash unit switches off automatically when not in use for more than 3 minutes.
Displays All settings and corrections are shown in an illuminated LCD display. Flash confirmation in the viewfinder of the LEICA M7 and LEICA M6 TTL. **Film speed** in the TTL mode from ISO 12/12° to ISO 3200/36° ; in the 'A' and 'M' modes from ISO 25/15° to ISO 800/30°. **Power supply** Two 3 V lithium batteries Type 123 A, allow rapid exposure sequences. **Dimensions** (W x H x D) 109 x 66 x 40 mm (4 3/16 x 2 5/8 x 1 5/16 in). **Weight** approx. 180 g (6.3 oz) **Order No. 14 414**



LEICA MOTOR M Extremely compact and handy battery-powered motor drive. The LEICA MOTOR M is attached to the camera in place of the baseplate and it couples to the camera mechanically.
Exposure frequency Choice of 1.5 or 3 frames per second. **Motor and gear train** Especially designed direct current motor with a particularly quiet friction drive, the sound is reduced even further at the 1.5 fps exposure frequency. **Power supply** Two 3V lithium batteries Type 123 A, housed in the ergonomically designed grip. **Capacity** According to Leica testing specifications, at least 100 36-exposure films at 20 °C (68 °F). **Housing** High-grade fiberglass-reinforced molded material, brass (next to the camera), aluminum battery housing, steel chassis. **Tripod socket** A 1/4 (1/4"), centered under the optical axis of the lens. **Dimensions** (W x H x D) 138 x 78 mm (5 7/16 x 3 1/8 in) with the handgrip 18.5 mm (3/4 in) to the bottom edge of the camera x 56 mm (2 1/8 in). **Weight** without batteries : approx. 225 g/less than 8 oz.
Order No. 14 408 (Not for use with lenses with viewfinder attachment)



Ever ready case M with standard front, for Leica M cameras without LEICAMETER, Motor M or Winder-M. Holds a Leica M camera with one of the following lenses : 21 mm f/2.8, 24 mm f/2.8, 28 mm f/2, 28 mm f/2.8, 35 mm f/1.4, 35 mm f/2, 50 mm f/1.4, 50 mm f/2, 50 mm f/2.8
 Black nappa leather.
Order No. 14 870



Ever ready case M with large front, for Leica M cameras without LEICAMETER, Motor M or Winder M. Holds a Leica M camera with one of the following lenses : 21 mm f/2.8, 24 mm f/2.8, 28 mm f/2, 28 mm f/2.8, 35 mm f/1.4, 35 mm f/2, 50 mm f/1, 50 mm f/1.4, 50 mm f/2, 50 mm f/2.8, 28–35–50 mm f/4
 Black nappa leather.
Order No. 14 871



Carrying strap, with non-slip pad (as a replacement).
Order No. 14 312

Carrying strap, Neoprene.
Order No. 14 162

Camera body cover M with bayonet.
Order No. 14 195

Tabletop tripod with three folding legs, A 1/4 (1/4") DIN 4503 tripod thread.
Order No. 14 100



Large ball-and-socket head with A 1/4 (1/4") DIN 4503 tripod thread.
Order No. 14 110



Lens carrier M, attaches to the camera's baseplate ; holds an extra lens, creating a compact photographic outfit with two lenses.
Order No. 14 404



Handgrip M for secure and comfortable holding of any Leica M camera ; centered tripod socket.
Order No. 14 405



Cable release, 25 cm (10") long, with set screw.
Order No. 14 067

Cable release, 50 cm (20") long, with set screw.
Order No. 14 076



VIEWFINDER MAGNIFIER M 1.25x Makes picture composition considerably easier when using focal lengths above 50 mm. Particularly with the Leica M-system 75 to 135 mm telephoto lenses, the clearly larger visible viewfinder image offers significantly better recognition of subject details within the relevant image field frame.
Order No. 12 004



VIEWFINDER for 21/24/28 mm lenses This viewfinder can be used on all Leica M models and, with its adjustable optical system, shows the framing for focal lengths of 21 mm, 24 mm, or 28 mm. For viewing without eyeglasses, the LEICA M6's correction lenses can be screwed into the viewfinder's eyepiece.
 Black chrome finish **Order No. 12 013**
 Silver chrome finish **Order No. 12 014**



Correction lenses M
 +0.5 **Order No. 14 350**, +1.0 **Order No. 14 351**, +1.5 **Order No. 14 352**, +2.0 **Order No. 14 353**, +3.0 **Order No. 14 354**, -0.5 **Order No. 14 355**, -1.0 **Order No. 14 356**, -1.5 **Order No. 14 357**, -2.0 **Order No. 14 358**, -3.0 **Order No. 14 359**

Protective plug for the flash contact of all versions of the LEICA M7.
Order No. 14 348

Yesterday, today and tomorrow : Quality The extreme importance that Leica dedicates to the highest quality of its products can be verified on every individual lens. Optical glasses are prepared to special formulations and ground, polished and ultimately centered with an extreme measure of meticulous craftsmanship. The result : convenient, compact precision optics, unique in themselves that are always designed to meet the needs of practical photography. And extraordinarily long-lived too : All Leica M lenses are compatible with all Leica M cameras of the past, present and future. There is more : The judicious policy of preserving compatibility even allows lenses from the thirties to be used on highly modern Leica cameras. Every new lens is supplied with a high-grade soft nappa leather case and a lens hood that is specifically designed for that lens.



Standard lenses				
LEICA NOCTILUX-M 50 mm f/1	LEICA SUMMILUX-M 50 mm f/1.4	LEICA SUMMICRON-M 50 mm f/2	LEICA ELMAR-M 50 mm f/2.8	LEICA TRI-ELMAR-M 28-35-50 mm f/4 ASPH
The world's first f/1 lens for 35 mm cameras manufactured in series production is a 'giant light-gatherer' with its outstanding optical performance, it produces night photographs with excellent contrast without flash – even by candlelight!	This ultra-fast standard lens delivers superb sharpness, contrast and exact color differentiation, even at full aperture. This favorite of many reportage photographers is also available in silver chrome finish.	This legendary and handy universal lens is certainly one of the very best among fast standard lenses. Its image quality is outstanding, even at closest distances. Also available in silver chrome finish.	This is the universal lens of choice when compact size and light weight are more important than the highest speed. It is small, handy and it features outstanding optics. Also available in silver chrome finish.	Three lenses with rich contrast and superb detail rendition combined into one : The LEICA TRI-ELMAR-M is a compact and light-weight lens for all photographic situations.



Wide-angle lenses					Telephoto lenses				
LEICA ELMARIT-M 21 mm f/2.8 ASPH	LEICA ELMARIT-M 24 mm f/2.8 ASPH	LEICA SUMMICRON-M 28 mm f/2 ASPH	LEICA ELMARIT-M 28 mm f/2.8	LEICA SUMMILUX-M 35 mm f/1.4 ASPH	LEICA SUMMICRON-M 35 mm f/2 ASPH	LEICA SUMMILUX-M 75 mm f/1.4	LEICA APO-SUMMICRON-M 90 mm f/2 ASPH	LEICA ELMARIT-M 90 mm f/2.8	LEICA APO-TELYT-M 135 mm f/3.4
Uniform sharpness and low distortion across the entire image area at full aperture. Optimal for dramatic effects with monumental foreground, strongly receding background and a distant horizon. Also available in silver chrome finish.	This lens establishes new standards for wide-angle lenses with regard to contrast and detail rendition at full aperture. This focal length is often ideal for dynamic close-ups or for landscape photographs with great depth. Also available in silver chrome finish.	When photographs need to be taken without flash at twilight or in dimly lit interiors, this fast lens is a particularly good choice because of its outstanding imaging performance.	Because of its impressive rendition of details and contrasts, this lens is the preferred choice for reportage and for photographs in tight quarters and also for landscape and architectural photographs.	A wide-angle lens with very high speed and rich contrast rendition and an imaging performance at full aperture that is unique in compact 35 mm lenses. Also available in silver chrome finish.	With superb sharpness, excellent contrasts and outstanding resolving power across the entire focusing range, this versatile all-around lens is one of the world's top high-speed wide-angle lenses. Also available in silver chrome finish.	Extremely fast for this focal length, this lens is practically predestined for available light photography in portraiture, reportage and for the enormous brightness differences at concerts or in the theatre.	A lens that is practically unequaled in its class. Its high speed permits relatively fast shutter speeds, which, among other things, help to prevent blurs in quick snapshots taken at a distance.	Very good contrast and sharpness, even at full aperture, make this compact universal lens that only weighs 400 grams (14 oz) an ideal companion on the road. Also available in silver chrome finish.	Remarkable in all aspects, this telephoto lens has outstanding Leica APO qualities in terms of perfect resolving power, contrast and sharpness at all apertures. Its low weight and ease of use are additional plus points.





my point of view

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