



my point of view



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# Leica D system

The system camera for individualists





**Digital photography with a system benefit** The new Leica D system offers ambitious amateurs and professional photographers unique new options. As the first digital compact camera, the previous model already handled like a classic analog model. The LEICA DIGILUX 3 is now consistently proceeding with this successful concept and opening up new options at the same time. It is the first Digilux camera with an interchangeable lens and thus forms the basis for the Leica D system, an entirely independent digital single-lens reflex system. The clear-cut lines of the housing and the operating concept of the Digilux 3 are consistent with the best Leica tradition has to offer. This means shutter speed, focal length, aperture and focus can be set manually on the camera and the lens – fast, precise and creative handling in comparison with conventional digital single-lens reflex cameras. Virtually revolutionary is the interaction between the outstanding imaging performance typical of Leica and state-of-the-art technology : first-class image quality is achieved thanks to the newly developed lens LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. in combination with the latest optical image stabilization and the 7.5 megapixel Live-MOS sensor. High-quality, precision-crafted materials ensure that the LEICA DIGILUX 3 will function reliably in the long term, particularly also including in the demanding photojournalism sector. The Leica D system will prove a valuable companion over the years.

# LEICA DIGILUX 3 – a tool for creative photographers

Traditional in styling and handling but with the latest technical features, the LEICA DIGILUX 3 is now setting new standards. It continues the direction taken by the multi-award winning previous models and also offers the creative freedom of a system camera.

## — Classic yet innovative

Leica stands for photographic tools that concentrate on the essentials and allow creative users to record their unique view of the world. The LEICA DIGILUX 3 consistently combines the latest digital technology with these traditional values : top image quality, intuitive handling and appealing classic design.

## — Everything in sight

The LEICA DIGILUX 3 shows everything – when looking through the optical viewfinder or with the help of Realtime Preview. It simultaneously allows the user to evaluate the complete scene in the display. The autofocus and image processing/storage of the LEICA DIGILUX 3 are not only very fast and but also extremely precise. So you won't miss important moments in life ever again – they can be viewed on the high-resolution 2.5" display in full brilliance.

## — Open to the future

The LEICA DIGILUX 3 is equipped with a bayonet to the Four Thirds standard, the open standard for digital single-lens reflex cameras. Along with the camera the first-class lens LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. forms the high-caliber basis of the Leica D system that will be supplemented by other interesting lenses in future.







## The culmination of our findings : Leica D lenses

The high demands of impassioned perfectionists and technical understanding that has been consistently developed for over a century result at Leica in the lenses that make the brand so legendary. The precision and quality of Leica lenses repeatedly set new standards, fascinating photographers all over the world. The many years of experience in the development and manufacture of Leica M and R lenses has now been incorporated in the new Leica D system. Once again the objectives are optimum user-friendliness, maximum sharpness and richness of contrast even at open aperture, uniform rich and neutral color reproduction. Unique optical coordination, a maximum of skills and expertise as well as a complex production process make this working philosophy reality. Leica D lenses also benefit from the latest technology. The autofocus is very fast and highly precise. Virtually revolutionary is the incorporation of an optical image stabilizer (O.I.S.), which can be switched on if wished to reliably prevent picture shake.



#### — The “analog” digital lens

The LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. consists of 16 elements in 12 groups, including two aspherical lenses. This digital lens offers characteristics for which Leica’s analog interchangeable lenses have already received multiple awards : minute details and nuances are reproduced clearly, and even with very short focal lengths distortion and vignetting are minimal. Realistic color reproduction, in particular also for skin tones, ensures harmonious natural images. With the LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. and its wide aperture number of f/2.8 and attractive focal length range of 28-100 mm (equivalent to 35 mm format) the scope for creativity is virtually unlimited.

#### — Razor-sharp images

A true premiere : For the first time Leica is offering an interchangeable lens combining first-class optical imaging performance with the latest optical image stabilization. It’s in your hands : If you want to avoid picture shake, you can switch on the image stabilizer (O.I.S.) at any time. It is incorporated in the lens, prevents blurred images and offers reliability in all situations – at twilight, indoors or in the zoom range. You can always rely on the image stabilizer even when using a tripod.

#### — Familiar handling

The LEICA DIGILUX 3 has many features that are very familiar to users from Leica’s analog cameras and have proved their worth time and time again. The aperture, focal length and focusing are adjusted at the lens as usual. The Leica D system stands for familiar handling combined with innovative technology, thus clearly distancing itself from the mass of single-lens reflex cameras.

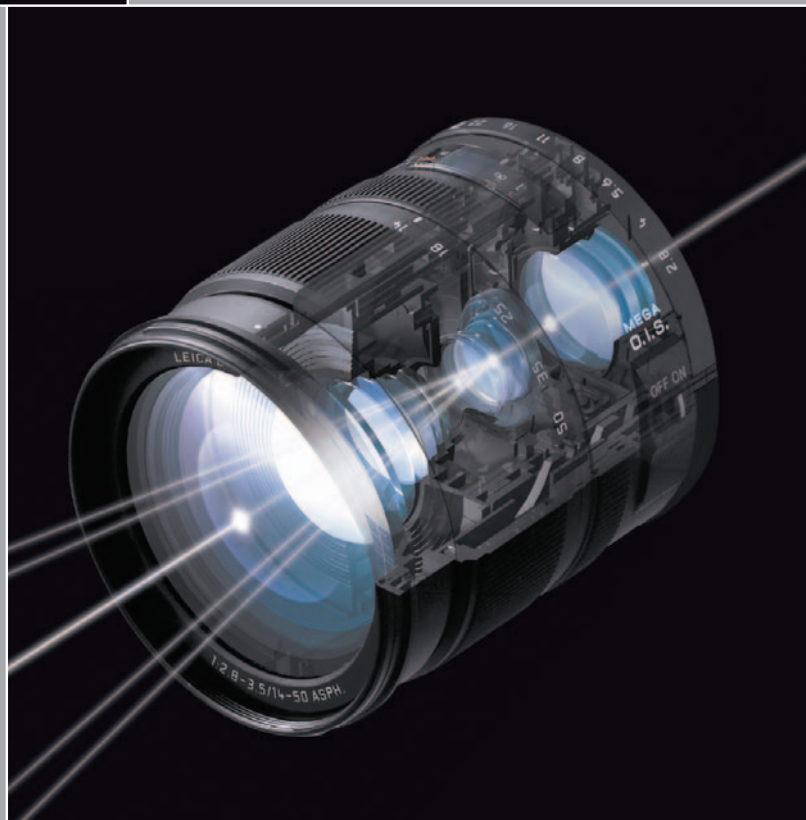


**Benefits of Leica D system** The LEICA DIGILUX 3 can satisfy even the most demanding requirements of professional photographers, fascinating them by concentrated technical performance combined with stylish Leica design.



**Leica lens** The imaging performance of Leica's world-famous lenses has always set standards in photography. The D system combines this performance with the latest technology such as image stabilization and fast precise autofocus. The Leica D lens offers superb contrast characteristics up to the 2.8 open aperture setting. The values for distortion, color errors and vignetting are minimal into the wide angle range. One impressive feature essential to creative photography is the low depth of field at open aperture. All these capabilities make the LEICA D VARIO-ELMARIT a top-class photographic tool for universal usage.

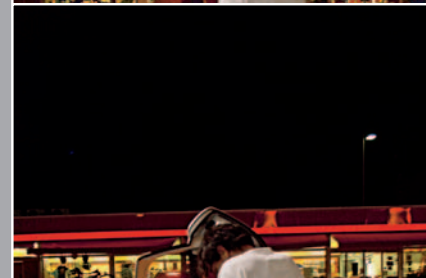
**The LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH.** consists of 16 elements in 12 groups, including two large-diameter aspherical lenses. To prevent light reflections in critical situations such as shooting into the light, all lenses are provided with multicoating. Thanks to advantageous internal focusing, the lens offers an entirely uniform length in all focus settings. The focal length of 14-50 mm is equivalent to 28-100 mm in the 35 mm system. With such features you are well equipped for many applications of photography - whether portraits or expansive landscape shots. The close-up limit is 29 cm over the entire focal length range. This allows you to take pictures with magnification of up to 0.32 x (equivalent to 35 mm system).



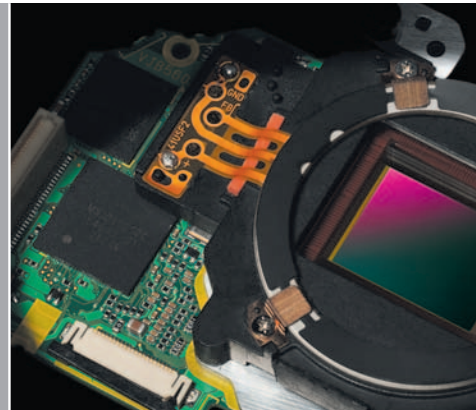


**Image stabilization** The LEICA D VARIO-ELMARIT is the first Leica interchangeable lens to feature integrated image stabilization technology MEGA O.I.S. A slip of the hand is often the reason for blurred or shakey pictures. MEGA O.I.S. compensates for these natural movements, thus helping you to take sharply focused and brilliant images. In line with the increased requirements in SLR photography, the Leica D lens has its own integrated image processor. With this technological module the data delivered by the movement detector 4000 times a second can be utilized for the effective reduction of blur due to shake. The image stabilization system offers 2 different modes : mode 1 also activates image stabilization with image preview (both in the viewfinder as well as on the LCD monitor), thus enabling shake-free composition. In mode 2 image stabilization is only activated when the shot itself is taken, thus operating with maximum performance capability. You can decide at any time which mode you want to use in what situation.

**Signal-to-noise ratio** Individual processing of chrominance and luminance noise means that the problem of picture noise becomes a thing of the past with digital cameras. The Digilux 3 cuts down on luminance noise, which mainly occurs in the shadows of a picture, with efficient noise reduction. The Digilux 3 is equipped with a filter which filters out color noise and processes it separately. In addition, the image signal processor minimizes lens errors such as color fringing and distortion – with impressive results, reaching right into the corners of pictures.

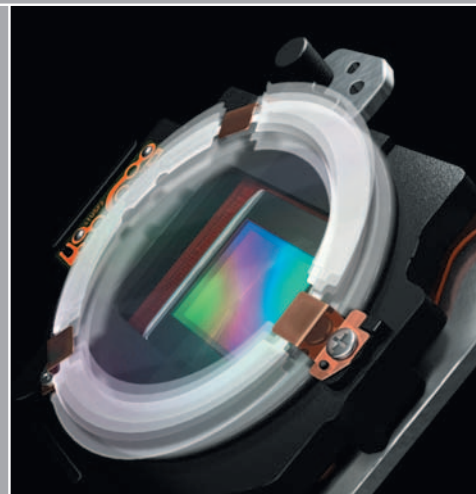


**Image signal processor** During development the new image signal processor was specially matched to the superb imaging performance of the Leica D lens and interaction with the new LiveMOS technology. This means it can cater for the high requirements of SLR photography in terms of performance and picture quality. The processor results in excellent color reproduction, maximum resolution and outstanding gradation – combined with extremely fast processing times with minimum delay. In conjunction with the energy-saving LiveMOS sensor the Digilux 3 can deliver over 450 pictures with one battery charge.



**Realtime Preview** Thanks to its unique Realtime Preview system that not only shows a simple image on the monitor before the picture is taken but also permits full exposure and white balance control, the LEICA DIGILUX 3 enjoys special status among digital single-lens reflex cameras. It offers benefits that to date were only of advantage to compact cameras on a system-specific basis : checking white balance or reviewing exposure compensation before picture-taking. When composing shots at the studio or taking pictures in situations requiring a tripod, the scene can be evaluated in a way that until now has only been possible with large format photography. At the touch of a button the Digilux 3 additionally allows the working aperture to also be checked with Realtime Preview activated so the resulting depth of field can be evaluated prior to exposure.

**Dust protection filter** Dust is a major problem with digital SLR photography. Dirt particles can easily get onto the sensor when changing lenses, often disrupting the imaging results irreparably. The LEICA DIGILUX 3 solves this problem with sophisticated technology. A filter has now been developed, positioned in front of the image sensor between the low pass filter and shutter. Whenever the camera is switched on, this protective filter receives an ultrasonic pulse with a vibration frequency of 30,000 Hz. This shakes off the dust particles on the protective filter. No dirt particles can get in due to the absolutely airtight seal of the space between the sensor and filter.



Many photographers have first discovered the enjoyment in working with the camera and only then the world and its adventures. With Florian Wagner it was the other way round : he discovered adventuring as a purpose to life and then photography as a means of immortalizing such adventures. Since his first great photojournalism projects about paragliding fans and »heli-cowboys« Florian Wagner has repeatedly dealt with themes in which he can combine his special photographic skill with maximum physical performance. Over the years the photographer with a helicopter license has left his stamp on the genre of »movement« photography so that GEO, Stern, National Geographic, Playboy or Süddeutsche Zeitung form part of his regular clientele. His portfolio is rounded off by successful advertising campaigns and international shows. Whether at the studio, in the eternal ice of Alaska or riding through the Jordanian desert, he is always accompanied by his Leica. Before it was an M6, now it is the Digilux 3.

















»I love working with the M6. It is unobtrusive, and quiet while offering superb technical quality. With the Digilux 3 Leica has now launched a camera which combines the benefits of the M6 with maximum technical user-friendliness. For ›movement‹ photography it is an enormous advantage that I can concentrate even more on composition of the picture, the right moment and also on an experimental translation of themes as for example here in the ›Cannonball Race‹ right across Europe. The Digilux 3 is not just a camera, it's a partner.«  
Florian Wagner

# Accessories

**Neoprene case** Hard-wearing protective and practical case made of neoprene material in a sporty design. It can be used to transport the Digilux 3 with the lens LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. fixed in place but ready to hand at all times. **Order No. 18 667**



**Billingham case** If you prefer a combination case, you will appreciate the Billingham case with its two color variants. Black **Order No. 14 854**, khaki **Order No. 14 855**

**Adapter** This adapter allows the first-class lenses of the Leica R system to be used with the LEICA DIGILUX 3 and all cameras based on the Four Thirds standard. **Order No. 18 628**

There will also be a photo adapter that enables the Digilux 3 to be attached to the standardized T2 connection of different eyepieces, so providing for digiscoping at a professional level.

**Lens accessories** We will be offering a wide-ranging line of filters for both our current and future lenses. For the LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH. the following will be available : circular polarization filter **Order No. 18 673**, UVa filter **Order No. 18 672**

**Electric remote cable release CR-DC1 Order No. 18 626**

At the start of next year there will be a new system flash unit for the Leica D system that is also compatible with the M and R system.



# Technical Data



<b>Camera</b>	<b>LEICA DIGILUX 3</b>
<b>Image type/format</b>	Digital single-lens reflex system camera with lens bayonet complying with Four Thirds standard.
<b>File formats</b>	RAW, JPEG (based on Exif 2.21 standard), DPOF
<b>Aspect ratio</b>	4:3, 3:2, 16:9 (3:2, 16:9 only in Live View mode)
<b>Image sensor</b>	LiveMOS sensor, size : 17.3 x 13.0 mm with pixels 7.9 million total pixels and 7.5 million effective pixels ; aspect ratio 4:3 (horizontal:vertical) ; <b>color filter</b> RGB primary color filter ; <b>dust reduction system</b> ultrasonic protective filter.
<b>Image sizes</b>	<b>4:3 format</b> 3136 x 2352 pixels, 2560 x 1920 pixels, 2048 x 1536 pixels, <b>3:2 format</b> 3136 x 2080 pixels, 2560 x 1712 pixels, 2048 x 1360 pixels, <b>16:9 format</b> 3136 x 1760 pixels, 1920 x 1080 pixels
<b>Viewfinder</b>	optical
<b>Color display</b>	2.5" TFT LCD monitor with 207,000 pixels, image field approx. 100% in Live View mode, depth of field controlled via depth of field lever (only with Live View via monitor) ; <b>menu languages</b> German, English, French, Italian, Spanish, Polish, Czech, Hungarian, Japanese.
<b>ISO speeds</b>	Auto/100/200/400/800/1600
<b>Color space</b>	sRGB, Adobe RGB
<b>Lens</b>	LEICA D VARIO-ELMARIT 14-50 mm f/2.8-3.5 ASPH.
<b>Lens bayonet</b>	Four Thirds bayonet
<b>Close-up limit</b>	29 cm over entire focal length range
<b>Extended optical zoom</b>	max. 1.5 x (with reduced resolution)
<b>Digital zoom</b>	2x/4x (only in Live View mode)
<b>Storage medium</b>	SD memory card, SDHC memory card, multimedia card
<b>Reproduction modes</b>	Single/9 or 25 thumbnails/calendar zoom (16 x max.)/image rotation (not for RAW), Slide show (duration adjustable, also manual control possible) Favorites function/resizing (number of pixels selectable) trimming/protection/aspect conversion/DPOF print settings
<b>Realtime Preview</b>	Monitor viewfinder image shows picture, exposure (with histogram) and white balance before picture-taking.
<b>Shutter</b>	Slotted shutter, shutter speed 1/4000-60, bulb (up to approx. 8 minutes), automatic self-timer 10 s/2 s, Remote shutter release with remote cable shutter release CR-DC1 (optional).
<b>Exposure</b>	<b>Exposure control</b> Program automatic, aperture automatic, time automatic and manual setting ; <b>metering</b> TTL open aperture metering 49-zone (with optical viewfinder), 256-zone (in Live View mode) ; <b>metered value</b> storage AFL/AEL button or shutter button pressed halfway in AFS mode ; <b>exposure compensation</b> ±2 EV in 1/3 EV stages ; <b>automatic exposure</b> series 3 or 5 pictures, ±2 EV in 1/3-1 EV stage.
<b>Frame rate</b>	3 or 2i/s
<b>Exposure series</b>	6 images (RAW format), unlimited (other formats, depending on memory card, picture resolution, image compression, battery performance).
<b>Flash</b>	<b>Integral</b> flash unit LZ 10 (ISO 100, m) pop-up direct/indirect, off, auto, daylight fill-in flash ; <b>Slow sync</b> choice between red-eye reduction ; TTL <b>flash metering control</b> ; <b>X-sync times</b> 1/160 s and longer ; <b>exposure compensation</b> ±2 EV in 1/3 EV stages ; <b>synchronization</b> choice between 1st or 2nd curtain ; <b>flash shoe system</b> connection for external flash units.
<b>White balance</b>	<b>Options</b> auto/daylight/cloudy skies/shadow/ halogen/flash/manual 1+2, color temperature setting ; <b>white balance fine tuning</b> blue/amber bias ; magenta/green bias ; <b>color temperature adjustment</b> range 2500K to 10000K in 31 steps.
<b>Protection/erase</b>	<b>Protection</b> single/multiple, reset ; <b>erase</b> single/multiple/all
<b>Immediate printing</b>	Image printing PictBridge (print size, layout, date setting selectable).
<b>Connections</b>	<b>Digital</b> USB 2.0 (high-speed) ; <b>analog</b> (video/TV) NTSC/PAL Composite (switchable)
<b>Work conditions</b>	Operating temperature 0° C to 40° C; air humidity 10% to 80%.
<b>Power supply</b>	<b>Battery</b> Li-ion battery pack (7.2 V, 1,500 mAh) (supplied) ; <b>power supply unit/charger</b> input 110-240 V AC (supplied) ; <b>battery capacity</b> approx. 450 images (CIPA standard).
<b>Dimensions (W x H x D)</b>	145.8 x 86.9 x 80 mm (5.74 x 3.42 x 3.15 in)
<b>Weight</b>	approx. 530 g (18.7 oz) (housing)
<b>Scope of supply</b>	1 GB SD card, power supply unit/charger, battery pack, eyepiece cover, housing cover, AV cable, USB cable, power cord, carrying strap, CD-ROM with software Adobe Photoshop Elements 4.0 (WIN) and 3.0 (MAC), Quick Time



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In all Leica product areas the focus falls on man and his perceptions. The range on offer is rounded off by numerous cultural activities, photography competitions, trips and seminars as well as technical Customer Service. Further information is available on the Internet or from your specialist dealer.



**Leica M system** Professional combined viewfinder/rangefinder system that concentrates on photographically relevant functions – with no-compromise optical and mechanical quality. Photographers who want to give free rein to their creativity can choose between 18 fast and compact high-performance lenses as well as two analog and one digital camera model. Ideal for the different sectors of photojournalism, available-light and author photography.



**Leica R system** Together with the high-performance lenses and the LEICA DIGITAL-MODULE-R, the single-lens reflex camera LEICA R9 is the world's first 35 mm camera system that can be used for analog or digital capture. It is an intuitive and expandable system that retains its value, delivers top-quality pictures and offers creative freedom.



**Leica D system** Brand-new but still classic : The Leica D system combines state-of-the-art technology with a unique use of forms and intuitive photographic handling from Leica. The LEICA DIGILUX 3 forms the basis for the D system, the first single-lens reflex system from Leica solely geared to digital photography.



**Leica compact cameras** Leica's handy compact cameras in the C-Lux, D-Lux and V-Lux ranges impress users with their optical performance, user-friendliness and clear lines. Modern digital technology and the tried and tested concepts underpinning analog photography are a winning combination.



**Leica Projectors** Leica Pradovit projectors are the logical solution for high-quality slide presentation. With their unsurpassed definition and impressive detail rendering they are sure to satisfy the discerning user.



**Leica Binoculars and Rangefinders** The high performance optical tools produced by Leica for nature watching and hunting are designed to enhance the user's natural powers of perception in even the toughest conditions. The innovative binoculars and rangefinders from Leica are the ideal companions for even the most demanding professionals.



**Leica Spotting Scopes** Leica's high performance spotting scopes bring faraway objects or extremely fine details breathtakingly close in images of vivid contrast and true-to-life color. Ten models in different variants and a wide choice of interchangeable eyepieces plus innovative digiscoping solutions cater for the needs of every user.



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