

Only eight months to go for photokina 2004

The entry of the Leica single lens reflex system into digital photography has been official since last year. In a June 2003 online press conference, Leica Camera AG made the worldwide announcement that a digital solution for the Leica single lens reflex system is in preparation. The LEICA DIGITAL-MODUL-R - that is the name of the compact and easy-to-use accessory - is a digital camera back that can be used with both camera models LEICA R8 and R9, thus making these single lens reflex cameras the only hybrid 35 mm cameras in the world that can be used optionally for digital or analogue photography.

The announcement of the LEICA DIGITAL-MODUL R excited the world of photography and it has been on everyone's mind ever since.

Numerous customer enquiries were already received right after the announcement. But interested photographers will have to be patient until the new digital back is introduced to the market. The introduction of the LEICA DIGITAL-MODUL-R is planned for the next photokina (28 September to 1 October 2004). This newsletter is intended to inform you about the current development status.

Today, only 10 months after development began in April 2003, the first and thoroughly positive assessment can be made. In cooperation with its partners Kodak and Imacon, Leica Camera AG not only achieved the stated objectives within the allotted time - it achieved them in record time. Kodak punctually completed the development of the first 10 million pixel sensors in December 2003.

And in recent days, Imacon was ready with functional software and the first operational camera backs. And this much can already be stated: The first pictorial results are far more than promising. Stefan Daniel, manager of the systems line of business, confirms that the production of the LEICA DIGITAL-MODUL-R is right on schedule. As it stands now, the introduction at photokina 2004 is assured and the first functional prototypes will shortly become available for internal tests at company headquarters in Solms. As planned, delivery of the first production models will begin in December 2004.

- \_\_\_ 1 First version of the electronics board. The display and the menu guide can already be discerned.
- \_\_\_ 2 From left to right: Bent Andersen, Michael Hansen (both from Imacon) with Ulrich Lies of Leica Camera AG during planning discussions on the basis of the sample prototype.
- \_\_\_ 3 The Imacon Development Team in conference. From left to right: Michael Hansen, Bjarne Hjørnlund, Ulrich Lies, Anders Poulsen, Bent Andersen.
- \_\_\_ 4 The LEICA DIGITAL-MODUL-R is clearly taking shape. The sensor board and its back shortly before being assembled.

