



LEICA D-LUX

Starting on may17th at www.amazon.de:

A bundle of uniqueness
Make your bid
For charity



Starting on may 17th only at www.amazon.de:

From May 17th to 25th, 2004, Leica Camera AG Solms will be auctioning a one-off model of the LEICA D-LUX with a unique range of accessories at www.amazon.de.

The world-famous artist and Leica photographer Bryan Adams has agreed to support this project. Besides a hand-signed self-portrait the singer photographed of himself with the LEICA D-LUX, the package also contains a photo of him and the black LEICA D-LUX. Both photos are framed in mounts that were exclusively designed for this special offer.

Leica Camera and Bryan Adams have agreed that the proceeds from the auction will go to charity and plan to support the charity sponsored by Bryan Adams, the Born Free Foundation, which is dedicated to protecting and preserving animals and their natural habitat. Further details can be found on the Internet at www.bornfree.org.uk.

A bundle of uniqueness

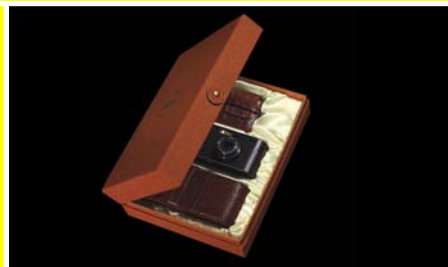
The LEICA D-LUX up for auction comes in a specially made, high-quality box. Gloves are supplied with the camera to protect it from dirt. The offer also includes a certificate personally signed by the executive managers of Leica Camera AG and a single copy of the LEICA D-LUX brochure with fine metal binding. The high-quality leather case accessory was specifically produced for this special model.

"The black LEICA D-LUX is the first digital camera of Leica Camera AG to be offered as a special model. The LEICA D-LUX is renowned for its unusually high retention of value and long service life. We are certain that this digital camera, which is already unusual in itself, will now also be a magnet for collectors and connoisseurs of special items. And for all Bryan Adams fans, this package of unique features is a unique link to their favorite artist," says Markus Ring, Product Manager of Compact Cameras at Leica Camera AG.



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LEICA D-LUX in a high-quality box
(handmade by Edelman/Heidenheim/Germany)



exclusive leather bags made of Baldessarini - leather
(handmade by Jacoby/Rodgau)

LEICA D-LUX brochure in metal - hardcover
(handmade by Druckhaus Bechstein GmbH/Wetzlar/Germany)



Handsigned certificate with signatures of the 3 members of the Leica-Camera AG Board



Bryan Adams with the black LEICA D-LUX
(in a specially made black metal frame by Halbe/Kichen/Germany)



Picture made by Bryan Adams: Recording in Antwerp
(Handsigned by Bryan Adams on the reverse side)

Gloves of the Leica Optics production
(with Leica logo)



Important information:

Bidding for the black LEICA D-LUX will start at 900 euros. Anyone wanting to bid just has to register with www.amazon.de with his or her e-mail address and the usual details. This registration serves to protect all those taking part in the auction and is in accordance with normal conditions of participation.

LEICA D-LUX in black



The design of the LEICA D-LUX is reminiscent of the classic shapes of the Leica rangefinder cameras. Geometric figures such as semi-circles and rectangles are put together in a modular way. The body of the LEICA D-LUX is made of aluminium. Great attention has been made to the smallest of details. For example, the main controls, the covers of the battery compartment and the shoe compartment are made of real metal and not metal-imitation plastic.



The LEICA D-LUX has a 1/2.5" CCD image sensor with 3.2 million effective pixels and a LEICA DC VARIO-ELMARIT f/2.8-4.9/5.8-17.4 ASPH. triple zoom lens that was designed in Leica's Optics Center in Solms. The LEICA DC VARIO-ELMARIT f/2.8-4.9/5.8-17.4 mm ASPH. is equivalent to a 35 bis 105 mm lens for the 35mm format and consists of seven elements (three of them aspherical) in six groups.



Teamed with the electronics and the software of the LEICA D-LUX, the lens produce photographs featuring natural colors, excellent definition and high brilliance. The optics were individually matched to the 3 megapixel sensor.



Accessories supplied with the LEICA D-LUX:

- one 64 MB SD storage card
(for 45 to 553 images, depending on the selected resolution and compression)
- two lithium-ion batteries
- one high-grade leather case for the camera, with matching carrying strap
- one case for storing an additional battery and an additional SD card, 2nd SD-Card is not included with the initial package
- one external battery charger/mains adaptor
- extensive software package

