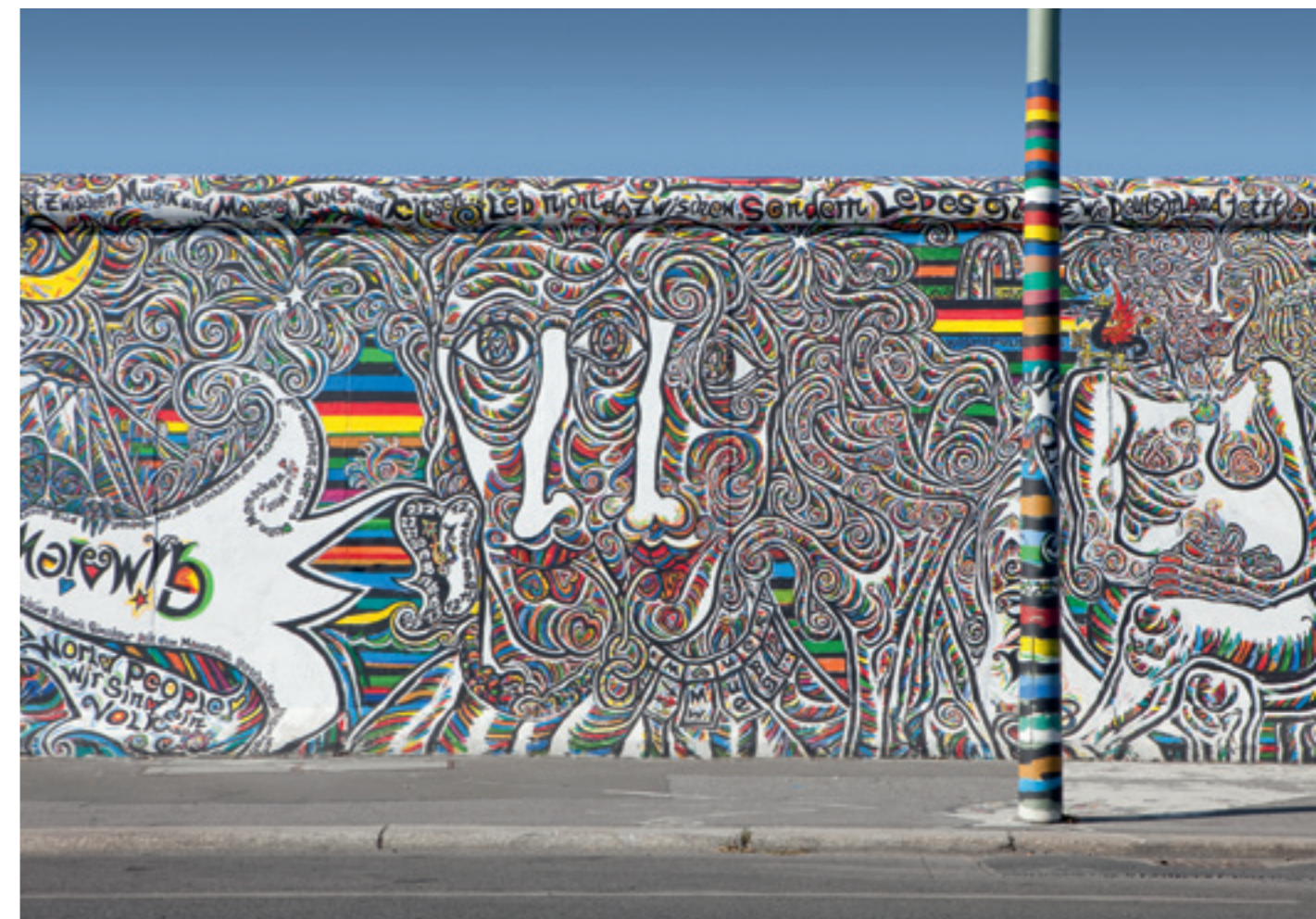




LEICA D-LUX 5

Inspiration demands creative flexibility.





In early 1990, 118 street artists started painting works of art on the Berlin Wall between the Berlin Ostbahnhof and the Oberbaum Bridge, celebrating the fall of the wall and the reunification of Germany. At 1,300 meters long, the East Side Gallery is today the longest open-air gallery in the world. It is an eloquent embodiment of Berlin's uniquely creative atmosphere, where subculture, art, and urban life unite to turn the German capital into Europe's leading design metropolis.

CONTENTS

BERLIN	04
Capital of inspiration.	06
LEICA D-LUX 5	10
Room for inspiration.	12
Inspiration demands creative flexibility.	14
Extras with system character.	18
TECHNICAL DATA AND ACCESSORIES	20

A photograph of the interior of Café Sankt Oberholz in Berlin. The view is from inside the cafe looking out through large glass doors. In the foreground, a man sits at a long wooden table, working on a laptop. In the background, several other patrons are seated at tables, some also using laptops. A light blue bicycle is parked outside on the sidewalk. A decorative chandelier with many small lights hangs from the ceiling. The awning above the entrance has a red floral pattern.

BERLIN
CAPITAL OF
INSPIRATION

Today, after the fall of the Berlin Wall, bohemians of the digital age are drawn to Café Sankt Oberholz on Rosenthaler Platz, a location that was a magnet for denizens of the art and culture scene in Berlin in the 1920s. In those days, it was called the Aschinger – and featured in Alfred Döblin's classic novel, Berlin Alexanderplatz.

BERLIN

Capital city of inspiration.

Berlin has often been compared to the New York of the wild 1980s. That is partly because of its almost legendary excessive nightlife, but is also a tribute to its vibrant art, architecture, music, fashion, and design scenes. It was no surprise, then, when in 2005 UNESCO named Berlin the first European “City of Design.” This honor reflects Berlin’s transformation into a metropolis of European design – more than 6,000 businesses, plus many famous centers of learning and countless trade fairs and conferences on design, art, and culture, have founded the city’s world-class reputation.

Together with the new Leica D-Lux 5, we explore the concept of Berlin as a design metropolis. It is a phenomenon that sprang seemingly from nowhere, beginning with the fall of the Berlin Wall in 1989. And yet, this phenomenon has roots. Berlin has a long history of nurturing creativity, and there is a direct link between the city of today and the vibrant Berlin of the Roaring Twenties. In fact, it seems that Berlin’s greatest talent lies in promoting breathtaking originality, transforming it over time, and then completely reinventing it to create something altogether new. A perfect example of this process is the Steglitz restaurant tower, known affectionately as the Bierpinsel (beer brush), an architecturally significant pop-art-era building designed in the 1970s. After standing empty for a number of years, it became host to an art café in April 2010. The new owner established the Tower Art 2010 Project, inviting four internationally recognized artists to give the 48-meter-high tower a fascinating new façade. Once again, Berlin’s street art reveals the blurring of the boundaries between subculture, art, and everyday urban life.



Top: Spring 2010: Commissioned by the building’s new owner, four internationally recognized street artists reinterpreted the “Bierpinsel” in Steglitz, Berlin. Bottom: For street artists, Berlin’s abundance of raw and dynamic spaces makes it a city of infinite opportunities. The German capital has become a breeding ground for many artists who today enjoy international recognition.



Only in Berlin can you find deck chairs and a beach atmosphere in the heart of the government quarter.

Berlin is unique in many ways, and with the fall of the wall it became the site of a great architectural experiment, unmatched in any contemporary European city. Foremost among these extraordinary projects are Potsdamer Platz and the new government district, extending to the north of the Reichstag. The master plan by Berlin architects Schultes Frank Architekten is acknowledged as a work of genius. And even that has tradition in Berlin: the New National Gallery, located not far from the government district, was created by one-time Bauhaus director Mies van der Rohe from 1965 to 1968 and is today considered an icon of classic modernism.

Typical Berlin: in the heart of the government district, Berliners and tourists relax in bars on the banks of the river Spree. Berlin's easygoing nature, combined with openness and tolerance, offers space for creative people to engage in every kind of art. It is no wonder that talented individuals from around the world are drawn to this city. Among these new arrivals are many young fashion designers who find inspiration in Berlin, setting up their workshops in low-rent studios and creating the trends of tomorrow. In Mitte, the laptop-toting digital bohemians gather in street cafés and work – just as their 1920s counterparts did in their time. History has also inspired the Berliner Badeschiff, or bathing ship. Launched in 2004, this floating swimming pool was fashioned from a converted river barge and carries on the tradition of public swimming pools on the river Spree. Of course, the Badeschiff wouldn't be a true Berlin meeting place without its bar and concert stage. There is no question about it: Berlin is a city of inspiration – the place to find it and the place to admire its results. With the Leica D-Lux 5, there is now an ideal camera to capture the inspiration of this and all other great cities in pictures. From architectural studies to available-light photography, you have the creative freedom to create compelling images.



LEICA
D-LUX 5

The architecture of the reborn Potsdamer Platz is both innovative and timeless, echoing the golden years of the 1920s.

LEICA D-LUX 5

Room for inspiration.



Full-size view

1 |

4 |

2 |



Full-size view

5 |

6 |

3 |

The Leica D-Lux range of cameras represents maximum Leica quality in a minimalist camera form factor. And the D-Lux 5 sets new benchmarks in this class. It is a true Leica, not only in terms of its elegant design but also in its superior optical performance. The super-fast, f/2 Leica DC Vario-Summilux lens is ideal for available-light photography. Manual controls and a wide range of accessories ensure that demanding photographers can enjoy enormous creative freedom. The result: images of excellent quality that capture life in rich and natural detail. With such versatile performance in such a compact package, the D-Lux 5 is the perfect companion whenever you seek inspiration – in Berlin or anywhere else in the world ...

1 SUPER-FAST LENS

2 BRILLIANT IMAGE QUALITY

3 CREATIVE FREEDOM

4 CLASSICAL DESIGN

5 PROFESSIONAL IMAGE PROCESSING

6 VIDEO IN HD QUALITY

For more inspiration, go to www.d-lux-5.leica-camera.com

LEICA D-LUX 5

Inspiration demands creative flexibility.



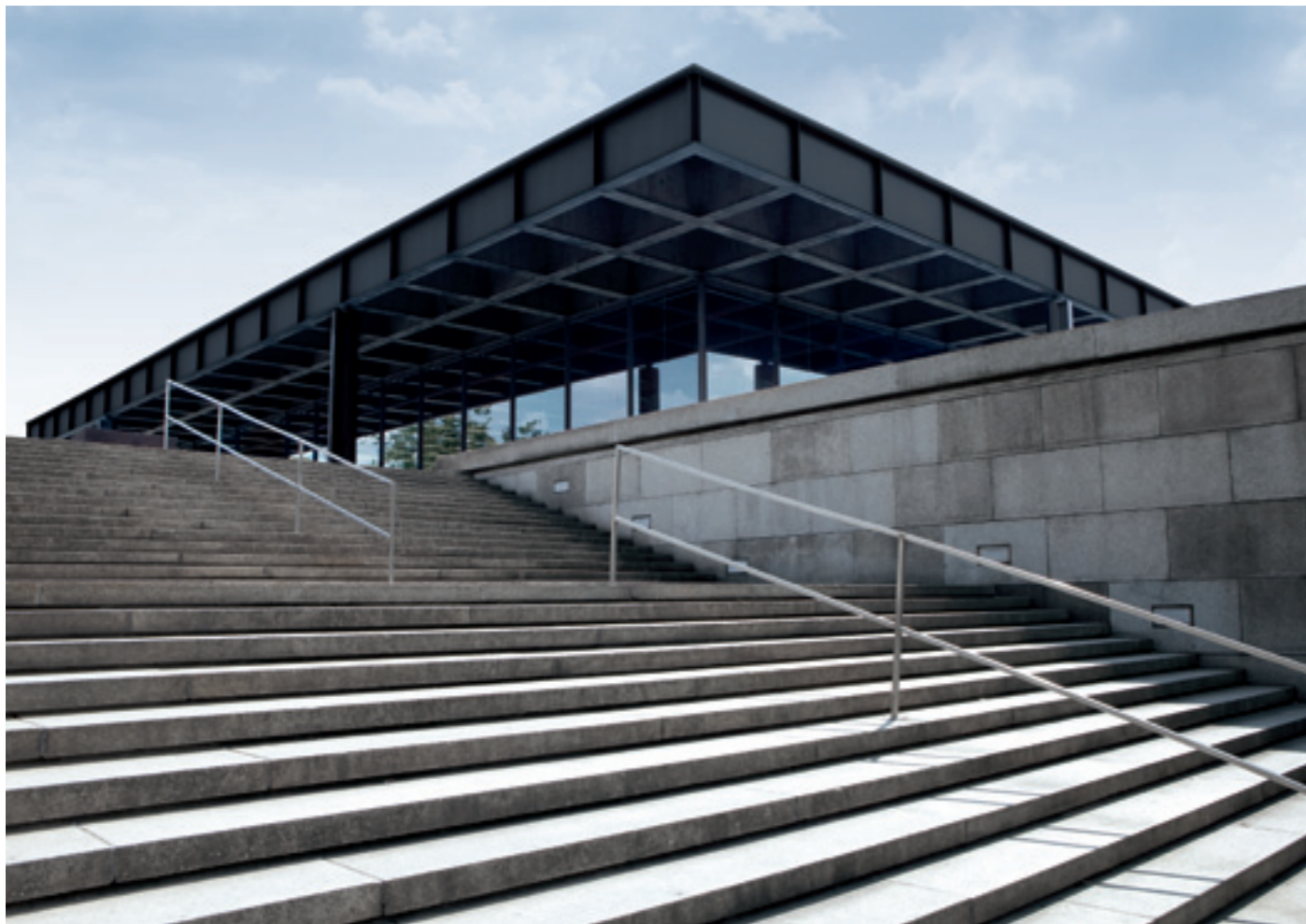
Full-size view

Like its predecessor, the new D-Lux 5 is characterized by its particularly simple and intuitive handling. You are free to choose between manual settings or the smart automatic mode. This makes the D-Lux 5 the ideal camera for both extremely personal picture compositions and completely spontaneous shots. Now with an even greater equivalent focal-length range of 24–90 mm, it opens up an entirely new spectrum of photographic possibilities. From macro shots and wide-angle architectural and landscape photography to reportage or portrait images, the versatility of the compact D-Lux 5 makes it an all-round performer. And for even more photographic flexibility, you can enhance the D-Lux 5 with a wide range of accessories, including a bright accessory viewfinder, an electronic flash unit, and more – just like a system camera.

1 SUPER-FAST LENS The quality of photographs taken with Leica lenses has been legendary for many years. With the newly developed, fast quality Leica DC Vario-Summicon 1:2–3.3/5.1–19.2 mm ASPH. lens and its practical, universal 24–90 mm equivalent zoom range, Leica sets another new benchmark in the history of compact camera lenses. Thanks to its extremely fast maximum aperture, the Leica DC Vario-Summicon makes brilliant photography possible with the lens wide open. This means that it can be used to optimum effect in low light, such as at dawn or twilight. It's a lens virtually predestined for use in difficult available-light situations.

With a zoom range extended to 24–90 mm (35 mm equivalent), the new lens offers even more creative freedom than its predecessor. Its minimum focal length of 24 mm and a maximum aperture of 1:2.0 provide access to all facets of wide-angle reportage, the classical domain of Leica photography. This naturally also includes complete control over the effects of selective depth of field. Thanks to a maximum focal length of 90 mm, it is also ideal for frame-filling portrait photography. When used for architectural photography, the lens reveals its ability to reproduce the finest details. In extreme macro mode, it's even possible to shoot images at a lens-to-subject distance of only 1 cm. The Leica DC Vario-Summicon 1:2–3.3/5.1–19.2 mm ASPH. therefore offers a high degree of creative freedom for capturing images of superior quality.

2 BRILLIANT IMAGE QUALITY The D-Lux 5 features a newly designed 1/1.63" CCD image sensor that is particularly large for this compact camera class. Even at the standard resolution of 10.1 megapixels, this contributes to a significant increase in image quality. However, the pixel size plays a much more decisive role in picture quality than the actual number of image dots (pixels). The pixels of the D-Lux 5 are considerably larger than those of other compact cameras. The results speak for themselves: low image noise, more precise details, and natural color rendition ensure absolutely brilliant images – just the way you expect them to be from a Leica camera! In low light, the new image processor now makes it possible to work with ISO settings of up to 6400. The new D-Lux 5 delivers images in all four formats (4:3, 3:2, 16:9, 1:1) in both capture and review mode. These can be viewed and assessed in exquisite detail before and after capture on the generously dimensioned 3" LCD-monitor with a resolution of 460,000 pixels.



The New National Gallery (1965–1968) is recognized as Mies van der Rohe's architectural masterpiece. It is the only building in post-war Germany that the one-time director of the Bauhaus design school was ever to design.

3 CREATIVE FREEDOM

Photography with a Leica camera must be one thing above all – a sheer pleasure. And that is precisely what the Leica D-Lux 5 offers with its amazingly simple and intuitive handling concept and clearly laid-out functions. For instance, you can easily set manual exposure parameters with the innovative new Click-wheel on the back of the camera. Thanks to its manual setting option for subject distance, aperture, and shutter speed, the D-Lux 5 opens up a whole vista of creative opportunities for discerning photographers to take complete control of image characteristics. Its smart auto mode is ideal for fast and spontaneous snapshots, and offers optimum assistance for less experienced photographers. Depending on the subject and the lighting situation, the camera automatically selects the ISO setting, face recognition, contrast compensation, and the appropriate scene mode. Auto mode also controls the OIS image-stabilizing system that effectively prevents the effects of camera shake when shooting under challenging lighting conditions.

4 CLASSICAL DESIGN

Classical elegance meets premium-quality materials: this characterizes the design philosophy of Leica D-Lux cameras. A design concept that the D-Lux 5 carries forth brilliantly and effortlessly. Black throughout, with sparse accents in chrome and distinctive lines, it possesses a compellingly purist and simultaneously timeless modern design. A single glance says it all: it is a true Leica. Its silky-smooth, black anodized exterior encases a rugged and compact metal body. This makes the camera not only particularly robust, but also ensures that the D-Lux 5 can be held safely and steadily in the photographer's hand. Anyone wishing for more grip can find an ideal accessory in the form of the optional handgrip.



5 PROFESSIONAL IMAGE PROCESSING

The Leica D-Lux 5 is supplied complete with a free copy of the professional image processing software Adobe® Photoshop® Lightroom®. This software package allows photographers to "develop" the RAW image files delivered by the CCD sensor of the D-Lux 5 to obtain the best possible image quality. At the same time, photographers maintain complete control over the development process applied to their images. White balance, exposure, sharpness, tonal balance, color saturation, and many other parameters can be modified during post-processing until the result the photographer envisages is achieved. RAW image data are considered to be the best choice for digital image processing. The advantages of RAW image files as opposed to JPEG or TIFF data are so numerous that many ambitious amateurs and most professional photographers now work almost exclusively with RAW image files.

6 VIDEO IN HD QUALITY

Thanks to its compact size, the Leica D-Lux 5 is the ideal camera for people who are constantly out and about. Its additional 720p HD video function in memory-saving AVCHD Lite format leaves absolutely nothing to be desired in terms of the photographik options it offers. This also applies, as one would naturally expect from a true Leica, to the superior quality of the videos captured. To start shooting a video, simply press the dedicated button on the top deck of the camera. Autofocus and the entire 3.8x zoom range remain available during recording. Particularly practical: you can freely segment recordings and delete any unwanted scenes. A further option lets you save individual frames from recorded videos as still pictures. Best of all, thanks to the innovative AVCHD Lite format, HD video recordings only need about half the memory required by videos in the widespread M-JPEG HD format. This means the D-Lux 5 lets you shoot videos with double the recording time.

LEICA D-LUX 5

Extras with system character.



Among the youngest of today's Berlin design generation are Julia and Ben. Their avant-garde fashion has already earned them international acclaim.



Through their own hard work, Julia and Ben converted a ground-floor gallery in a Wilhelminian-era building into a shop for their creations. In their upstairs studio, they design and make elegant and flattering pieces that mix glamour with a unique Berlin street style.



Two persuasive arguments for the Leica D-Lux 5 are its typical Leica quality and its outstanding performance. But this handy compact camera offers quite a lot more. Indeed, with its unique range of dedicated accessories, it is transformed in seconds into the basis of a photographic concept that embodies true system character. Thanks to an optional electronic viewfinder and detachable flash unit, you can not only expand your photographic options, but also the range of your creative freedom for even greater pleasure when you marvel at your extraordinary and lovingly composed pictures.

ELECTRONIC VIEWFINDER

The accessory shoe on the top deck of the Leica D-Lux 5 is also conceived as a mount for the Leica EVF1 accessory viewfinder. The "Live-View" enabled by this electronic viewfinder lets the photographer view the subject through the lens and assess the precise composition of an image just like when using a DSLR system camera. With a resolution of 20,000 image dots, the viewfinder is particularly useful when shooting under extreme lighting conditions. The Leica EVF1 electronic viewfinder also offers photographers who wear glasses the enormous benefit of diopter compensation.



POWERFUL FLASH UNIT

The compact CF 22 accessory flash unit is specially designed for use with D-Lux cameras, and is an ideal complement to their features. It can be easily and securely mounted in the hot shoe on the top deck of the camera. An accessory flash unit provides photographers with even more options for flash exposure and fill-in flash.



OTHER ACCESSORIES

The D-Lux 5 can be fitted with an optional handgrip that enables comfortable one-handed shooting in special situations. Attached to the base plate of the camera, it provides extra grip for the right hand and ensures steady and secure one-handed shooting with the D-Lux 5. The range of accessories also features a choice of practical bags and cases to protect and carry your camera – including a leather case with shoulder strap, and an ever-ready camera case with grip and separate viewfinder case attached to the carrying strap, and an elegant soft leather pouch.



A wide-angle photograph of a city skyline across a river. The sky is overcast with grey clouds. In the foreground, a swimmer is visible in a pool of bright blue water. The background features a mix of modern and traditional buildings along the riverbank.

**LEICA D-LUX 5
TECHNICAL DATA AND
ACCESSORIES**

Measuring 32 meters long and 9 meters wide, the Badeschiff floats in the middle of the Spree. This unique swimming pool, was created from a converted river barge, may well be Europe's most unusual bathing facility.

LEICA D-LUX 5

Technical data.

Product	Leica D-Lux 5
Order No.	18 150 (E version), 18 151 (U version), 18 152 (TK version).
Lens	Leica DC Vario-Summicron 5.1–19.2 mm f/2–3.3 ASPH. (wide-angle f2-f8/telephoto f3.3-f8)/corresponds to 24–90 mm, 35 mm equivalent focal length.
Zoom	
Optical/digital	3,8 x/4 x.
Focusing	
Modes	Normal/Macro, Continuous focusing (on/off).
Metering modes	Face detection, AF tracking, 23 field, 1 field (flexible/scalable).
Focusing range	
P/A/S/M	50 cm–∞.
Macro/intelligent/ auto/movie	1 cm (wide-angle)/30 cm (tele)–∞.
Sensor	1/1.63"-CCD with 11.3 MP (effective 10.1 MP).
Resolution	
Still pictures	4:3 format: 3648 x 2736 pixels (10 MP), 3072 x 2304 pixels (7 MP), 2560 x 1920 pixels (5 MP), 2048 x 1536 pixels (3 MP), 1600 x 1200 pixels (2 MP), 640 x 480 pixels (0.3 MP). 3:2 format: 3776 x 2520 pixels (9.5 MP), 3168 x 2112 pixels (6.5 MP), 2656 x 1768 pixels (4.5 MP), 2112 x 1408 pixels (3 MP), 2048 x 1360 pixels (2.5 MP), 640 x 424 pixels (0.3 MP). 16:9 format: 3968 x 2232 pixels (9 MP), 3328 x 1872 pixels (6 MP), 2784 x 1568 pixels (4.5 MP), 2208 x 1248 pixels (2.5 MP), 1920 x 1080 pixels (2 MP), 640 x 360 pixels (0.2MP). 1:1 format: 2736 x 2736 pixels (7.5 MP), 2304 x 2304 pixels (5.5 MP), 1920 x 1920 pixels (3.5 MP), 1536 x 1536 pixels (2.5 MP), 480 x 480 pixels (0.2MP).
Movies	4:3 format: VGA: 640 x 480 pixels, 30 fps (Motion JPEG), QVGA: 320 x 240 pixels, 30 fps (Motion JPEG). 16:9 format: WVGA: 848 x 480 pixels, 30 fps (Motion JPEG).
HD video	1280 x 720 pixels, 60i (AVCHD Lite, CCD output is 30p), 1280 x 720 pixels, 30 fps (Motion JPEG).
Recording file format	
Still pictures	RAW/JPEG (based on Exif 2.3 standard)/DPOF-compatible.
Still pictures with sound	RAW/JPEG (based on Exif 2.3 standard) + QuickTime.
Video	AVCHD Lite/Motion JPEG.
Video recording time	Max. 29 min. (only E version).
Exposure control	
Exposure modes	Program mode (P), Aperture priority (A), Speed priority (S), Manual setting (M), Snapshot.
Exposure compensation	Increments: 1/3 EV steps, setting range: ±3 EV.
Scene modes	Portrait, Soft Skin, Self-portrait, Scenery, Panorama Assist, Sports, Night Portrait, Night Scenery, Food, Party, Candlelight, Baby 1, Baby 2, Pet, Sunset, High Sens., High-Speed Burst, Flash Burst, Starry Sky, Fireworks, Beach, Snow, Aerial Photo, Color modes.

Metering modes	Multi-field, Center-weighted, Spot.
White balance	Auto, Daylight, Cloudy, Shadow, Tungsten, Manual setting, Manual measurement.
Sensitivity	Auto/i.ISO, 80, 100, 200, 400, 800, 1600, 3200, 6400*/12800* (* by pixel mixed readout).
Shutter speeds	60 s–1/4000 s (Starry Sky mode: 15 s, 30 s, 60 s).
Continuous shooting mode	2.5 fps.
Mechanical shutter	2.5 fps: 5 (Standard mode)/3 (Fine Mode)/High-Speed Burst mode: approx. 6 frames/(image priority), approx. 10 frames/(speed priority), (recorded in 3 MP for 4:3, 2.5 MP for 3:2, 2 MP for 16:9).
Flash	
Modes	Auto, Auto with pre-flash (to reduce red-eye effect), Auto with slower shutter speeds and pre-flash, On, On with pre-flash, Off.
Range (with ISO AUTO and maximum wide-angle setting)	Approx. 80 cm–7.2 m.
Selftimer	2/10 s delay.
Monitor	3.0" TFT LCD, approx. 460,000 pixels, field of view: approx. 100%, automatic brightness adjustment.
Microphone/speaker	Mono.
Recording media	
Internal memory	Approx. 40MB.
Memory cards	SD, SDHC, SDXC.
Interface	Digital: USB 2.0 (high speed). Data cannot be transferred from PC to the camera (only E version). Mini HDMI cable (type C). Analog video/audio: NTSC/PAL CVBS (switchable in menu), audio line-out (mono). Dedicated jack (8-pin).
Printer compatibility	PictBridge.
Operating temperature/humidity	0–40°C/10–80%.
Battery	
Voltage/capacity	3.6 V/1250 mAh (400 pictures according to CIPA standards).
Dimensions (W x H x D)	110 x 66 x 43 mm (4 1/3 x 2 2/3 x 1 5/7 in.).
Weight	270 g (9.5 oz) with memory card and battery.
Scope of delivery	Camera with lens cap, battery charger (Leica BC-DC 10), battery (Leica BP-DC 10), carrying strap, AV cable, USB cable, CD with long instructions (PDF).
Software	Adobe® Photoshop® Lightroom® 3.

LEICA D-LUX 5

Accessories.

Leica EVF1 viewfinder

Order no. 18 716

Electronic viewfinder with 200,000 image dots for 100% frame viewing, also suitable for extreme lighting conditions. With diopter compensation.



CF 22 compact flash

Order no. 18 694

Accessory flash unit for greater freedom when illuminating subjects.



Hand grip

Order no. 18 715

The accessory hand grip ensures steady holding, e.g. when taking photographs with just one hand.



Leather bag

Order no. 18 723

High-quality camera bag in brown leather to match the elegant design of the D-Lux 5. Protects the camera when carrying.



Ever-ready case

Order no. 18 722

The calfskin ever-ready case offers sufficient room for the camera with an attached hand grip, and features a small case attached to the carrying strap to hold the accessory finder.



Soft leather bag

Order no. 18 724

High-quality, soft leather carrying case.

Mini HDMI cable

Order no. 14 491

BP-DC 10-E/10-U replacement battery

Order no. 18 719/18 720



The Liquidrom in the heart of Berlin offers urban bathing culture in the truest sense, with underwater color and lighting effects combined with music. The ideal accompaniment: the fascinating sound-and-water images created by the artist Alexander Lauterwasser.



Berlin, New York, London, Tokyo! With its funky interior in 1980s nightclub style, Bar Tausend is the epitome of the international party lifestyle. The light installation at the far side of the room, "Das Auge" (The Eye), is by the Berlin lighting designer Schneider-Moll, and was once featured in the Louis Vuitton showroom in Paris.

Leica A trademark of the Leica Camera Group
"Leica" and product names = ® registered trademarks
© 2010 Leica Camera AG
HDMI, the HDMI logo, and High-Definition Multimedia Interface are trademarks
or registered trademarks of HDMI Licensing LLC.
We reserve the right to make changes in construction, features, and offers without advance notice.
Concept and design: argonauten G2, Frankfurt
Product photography: Alexander Göhr
Editorial photography: Maik Scharfscheer
Brochure order no.:
German 91 538 / English 91 539 / French 91 540 / Japanese 91 541 /
Chinese (simplified) 91 548, (09/2010)
Leica Camera AG / Oskar-Barnack-Strasse 11 / 35606 SOLMS / GERMANY
Phone +49(0)6442-208-0 / Fax +49(0)6442-208-333 / www.leica-camera.com



Leica Camera AG / Oskar-Barnack-Strasse 11 / 35606 SOLMS / GERMANY
Phone +49(0)6442-208-0 / Fax +49(0)6442-208-333 / www.leica-camera.com