

LEICA M SYSTEM



LEICA M11-P

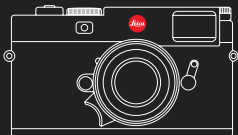
UNCOMPROMISING TRUST. FOR TRUE STORIES.

Leica is known for revolutionising the world of photography time and time again. The legendary Leica M family has played one of the most pivotal roles in that journey. Its compact design, understated look and discreet shutter release made a decisive mark on photojournalism back in 1954. Today, the Leica M-System continues to make a mark by retaining features that enable the photographer to establish an extraordinary sense of closeness to people and emotions. For lifelike, authentic shots – right from the heart of the action. It has proven to be the perfect choice to document countless iconic moments in history.

Photojournalists working in crisis areas particularly appreciate the intuitive, distinctive and unobtrusive nature of M photography. Leica acknowledges the vital work, dedication and courage of field reporting by introducing a camera that safeguards the most valuable aspects, the ownership and authenticity of digital photography. That trust is preserved by the new Leica M11-P.

Digital content is part of our everyday life, but it is incredibly easy to manipulate. Fake photos, the advancement of AI and AI-generated images are undermining consumer trust and forcing creators to defend the authenticity of their own photographs. With the introduction of the Leica M11-P, the long-established company is once again demonstrating its pioneering spirit by introducing another milestone in the history of photography: the Content Authenticity Initiative.

As the first Leica camera to feature this safeguard, it establishes the authenticity of digital images and protects the photographers' copyright. Reliably and throughout time.



LEICA M SYSTEM



LEICA M11-P FEATURES

BLACK: Aluminum top cover,
scratch resistant black paint finish
SILVER: Brass top cover, chrome finish

First Leica camera to
feature the Content
Authenticity Initiative (C.A.I.)

Iconic & unobtrusive
No Leica logo

Internal memory
256 GB

Colour Versions
Black & Silver

Dark chrome optical
viewfinder coating

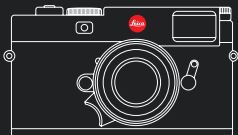
ISO range
64 - 50.000



Leica Fadenzug
engraving to top plate



Sapphire monitor cover glass
2.332.000 pixel



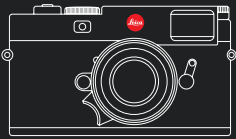
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COMPARISON



	M10 -P	NEW M11 -P
SENSOR	24MP monochrome CMOS Sensor	Triple-Resolution technology 60/36/18 MP monochrome BSI CMOS Sensor
DISPLAY GLASS	1.036.800 pixel Scratch-resistant Gorilla® glass	2.332.000 pixel Sapphire cover glass
ISO	100 - 50.000	64 - 50.000
WEIGHT	660g	530g (black) / 640g (silver)
INTERNAL MEMORY	-	265GB
BATTERY	1.300 mAh	1.800 mAh
GPS	Only with Leica Visoflex	via Leica FOTOS App using Bluetooth
LAUNCH	2018	2023
PRICE	7.650,00 €	8.950,00 €



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LEICA M11-P CONTENT AUTHENTICITY INITIATIVE



Coalition for
Content Provenance
and Authenticity

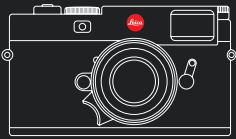


**Content
Authenticity
Initiative**

Leica is one of the first manufacturers to offer CAI certificates for every image to ensure authenticity and prevent misuse.

What is CAI?

- **Collaboration.** Among various technology companies, media organizations, and industry leaders (e.g. Adobe, Twitter, New York Times)
- **Primary Goal.** Address the issue of misinformation, deepfakes, and digital manipulation by providing a means to track and verify the origin and history of digital media.
- **Develop an open standard for digital content attribution.** Enabling creators to embed tamper-proof metadata into their content.
- **Metadata.** Information such as the creator's identity, creation date, and any subsequent modifications.
- **Blockchain Technology.** The CAI intends to provide a trustworthy and transparent way of verifying the authenticity and provenance of digital assets.



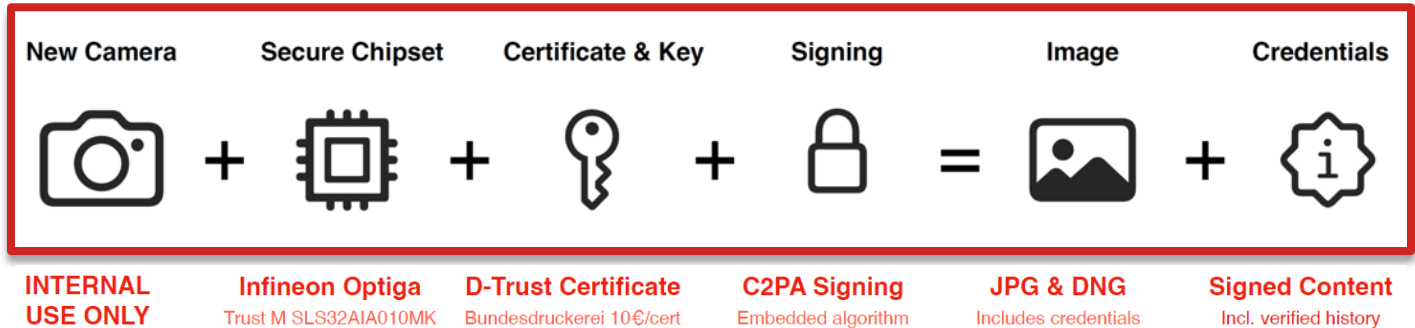
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LEICA M11-P CONTENT AUTHENTICITY INITIATIVE

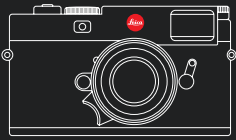
The **CAI Technology*** ensures content authenticity with specialized hardware. It includes a Secure chipset to store certificates from a trusted authority, while each image captured is signed using a C2PAconfirmed algorithm. This cutting-edge integration guarantees content integrity and origin verification, setting a new standard for digital content protection.

Every image is signed with **Content Credentials** such as camera model and version. The credentials cannot be modified without re-signing. To ensure authenticity, verification tools check the content credentials.



<https://verify.contentauthenticity.org/>

*Naming TBD



LEICA M SYSTEM



FAB

FEATURE	ADVANTAGE	BENEFIT
Leica M11-P features CAI (Content Authenticity Initiative)...	...which ensures content authenticity with specialized hardware...	...so it enables photojournalists and creative professionals to protect their digital images and ensures transparency in terms of authorship, time and place of creation.
The camera has no Leica Logo...	...which means it keeps the iconic and unobtrusive design...	...so it ensures a low profile, perfecting the traditional M understatement.
Leica M11-P features Internal memory of 256GB...	...which means a possibility to create captions without a memory card...	...so you don't have to worry about missing a shot when your memory card is full.
The camera features a Sapphire monitor cover glass...	...which means the display is very durable...	...so it doesn't get scratched even in rough areas.