



New Leica M11-P

—

The world's first camera to create a seamless chain of authenticity from capturing to publication with Content Credentials through the Content Authenticity Initiative.

Leica Camera once again shows a pioneering spirit and creates another milestone in the history of photography by introducing the Leica M11-P. It is the world's first camera to store metadata by attaching **Content Credentials** at the point of capture to protect the authenticity of digital images. **Content Credentials** are the digital nutrition label and most widely adopted industry stand for content of all kinds, and the foundation for increased trust and transparency on consumable content.

The M11-P boasts a discreet design with a durable sapphire anti-reflection LCD cover, 256GB of internal memory and a 60MP BSI CMOS sensor with Triple Resolution Technology.



WHAT IS THE NEW LEICA M11-P?

The most compact Full Frame system camera – exceptionally discreet.





60MP
BSI sensor.

SoS
10/26/2023

Engraved
Leica Script

Iconic &
unobtrusive
no logo
design

Sapphire monitor
cover glass.



Closed shutter
when lens
detached

Content Credentials



Content
Authenticity
Initiative

Tethered shooting

256 GB
internal
memory

Extended Dynamic Range

Made for
iPhone | iPad





COMPARISON



	M10-P	NEW M11-P
SENSOR	CMOS sensor 24 MP	CMOS sensor Triple-Resolution technology 60/36/18 MP
DISPLAY GLAS	1.036.800 pixels scratch-resistant Gorilla® glass	2.332.000 pixel Sapphire cover glass
ISO	100 – 50000	64 – 50000
WEIGHT	660 g	530 g (black) 640 g (silver)
INTERNAL MEMORY	-	256 GB
BATTERY	1.300 mAh	1.800 mAh
GPS	only with Leica Visoflex	via Leica FOTOS app using Bluetooth
LAUNCH	2018	2023
PRICE	\$7995	\$9195



Leica M11-P and Content Credentials

Revolutionizing the landscape of authentic storytelling, the new Leica M11-P is the first to seamlessly integrate Content Credentials through the Content Authenticity Initiative, spearheaded by Adobe.

A ground-breaking opportunity to verify moments in time, taking responsibility of the provenance of a moment – ensuring that every photo you take stands as a hallmark of credibility, integrity, and innovation in the ever-evolving world of photography.

Content Authenticity Initiative

- Leica joined the Content Authenticity Initiative in 2019, a community working to promote adoption of an open industry standard for content authenticity and provenance.
- Coalition for Content Provenance and Authenticity (C2PA)
The Coalition for Content Provenance and Authenticity (C2PA) addresses the prevalence of misleading information online through the development of technical standards for certifying the source and history (or provenance) of media content.
- Implementation – Content Credentials
- Open Source – like DNG
- More than 300 companies are a part of CAI
- Validates the provenance of an image
- Mitigates misinformation
- Transparency to make informed choices for trusting image/source/context
- Crumb trail for image manipulation
- Chip in camera required for encryption
- More encryption to be made available over time





DEFINITION OF TERMS THE INITIATIVE



The Content Authenticity Initiative (CAI) is a collaborative endeavor focused on creating a standard framework for validating the legitimacy and origin of digital content, especially within media and creative content domains.

TECHNICAL STANDARD



The Coalition for Content Provenance and Authenticity (C2PA) set the technical standard.

IMPLEMENTATION



With Leica Content Credentials, Leica is the first camera manufacturer to implement this function in a series product.



Content Authenticity Initiative & C2PA

- Leica joined the Content Authenticity Initiative in 2019, a community working to promote adoption of an open industry standard for content authenticity and provenance.
- The Coalition for Content Provenance and Authenticity (C2PA) addresses the prevalence of misleading information online through the development of technical standards for certifying the source and history (or provenance) of media content.
- Leica has implemented the C2PA standard in the new Leica M11-P, by way of Content Credentials
- Content Credentials is an auto opt-in feature on the M11-P



Verify Beta Inspect new file FAQ Learn more

YOUR FILE moonrise.jpg
May 6, 2022 Find possible matches ?

Overview Inspect

```

graph TD
    A["FILE NAME  
moonrise.jpg"] --> B["FILE NAME  
sunset.jpg"]
    A --> C["FILE NAME  
AdobeStock_95590044.png"]
    B --> D["FILE NAME  
landscape.jpg"]
    B --> E["FILE NAME  
Sa680667-6da9-d84c-a5a4-bc..."]
    D --> F["FILE NAME  
AdobeStock_282070651.png"]
        
```

Content Credentials

moonrise.jpg

SIGNED BY ⓘ

Adobe Inc.
May 6, 2022 at 2:20 PM EDT

PRODUCED BY ⓘ

Pia Blumenthal

SOCIAL MEDIA ⓘ

@Pia Blumenthal
 @ppppiaaaa
 @pia__b

PRODUCED WITH ⓘ

Adobe Photoshop 23.3.1
Content Credentials (Beta)

EDITS AND ACTIVITY ⓘ

- Color adjustments
Changed tone, saturation, etc.
- Combined assets
Composited 2 or more assets
- Imported assets
Added images, videos, etc.
- Paint tools
Edited with brushes or eraser tools
- Size and position adjustments
Changed size, orientation, direction, or position

ASSETS USED ⓘ

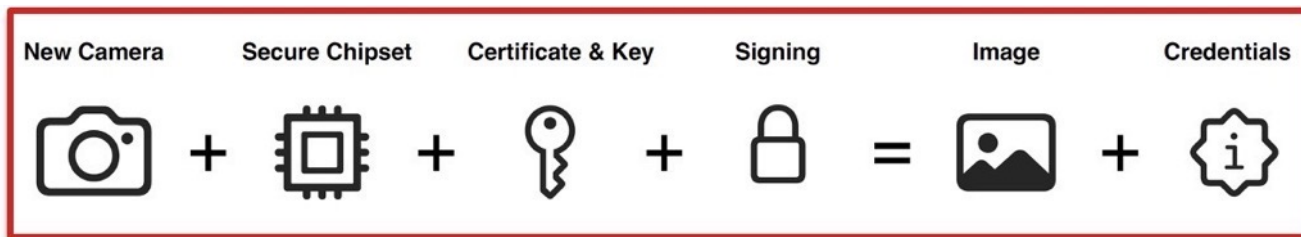
Content Authenticity Initiative

- Content Credentials provides transparency at the point of capture, enable content creators to assert credit for their work, and provide a digital nutrition label to provide consumers agency to inspect the content to validate their trust in the content
- Content Credentials is the foundation for trust & transparency in the way content is created, edited and consumed
- Consumers can inspect the provenance of an image through an open source platform, to validate their trust in the content
- Through the C2PA standard, the image, provenance information and digital signature are sealed together cryptographically into a tamper-proof manifest, bound to the image for its life

Content Credentials



- Content Credentials ensures content authenticity with specialized hardware in the Leica M11-P. It includes a secure chipset to store certificates from a trusted authority, while each image captured is signed using a C2PA confirmed algorithm. This cutting-edge integration guarantees content integrity and origin verification, setting a new standard for digital content protection.
- The credentials can not be modified without re-signing. To ensure authenticity, verification through open-source tools check the content credentials.





LEICA M11-P | Pioneering again.



Content
Authenticity
Initiative

CAI In-depth



Andy Parsons: Adobe on A.I. & Trust





Leica M11-P

The Leica M has stood for vivid and authentic images taken at the center of action since its launch in 1954. The Leica M11-P continues in this tradition providing photographers a tool to create authentic images that record historic moments or life's memories. With the M11-P, Leica acknowledges the invaluable work of all photographers and preserves the trust and transparency in digital content and its sources.

The Leica M11-P will be available on October 26, 2023 at Leica Stores, Boutiques, Dealers and the Leica Online Store. Please contact your District Sales Manager or order directly at order.us@leica-camera.com



Summicron-M 28 f/2 ASPH

This new generation Leica Summicron-M 28 f/2 ASPH is an excellent travel companion for street photographers, the scenic adventurer or those wishing to capture life's special moments. The lens now features close focusing to approximately 16" in Live View, an extendable lens hood and is 15 grams lighter than its predecessor.

The Leica Summicron-M 28 f/2 ASPH, black anodized will be available in Leica Stores, Boutiques, Dealers and the Leica Online Store on November 30, 2023. The start of communication is October 26, 2023. Contact your District Sales Manager or order directly at leica.us@leica-camera.com



COMPARISON



	LEICA SUMMICRON-M 28 f/2 ASPH.	NEW GENERATION
ANGLE OF VIEW (D H V)	74°65°46°	74°65°46°
NUMBER OF LENSES / GROUPS	9 / 6	9 / 6
LARGEST SCALE	1:21,9	1:21,9
FOCUS RANGE	0.7 m to ∞	Live View: 0.4 m to ∞ , rangefinder: 0.7 m to ∞
LENS HOOD	Screw on	Extendable
LENGTH	54mm with lens hood	55.5mm
LARGEST DIAMETER	53mm	59.0mm
WEIGHT	289g with lens hood	274g
SCOPE OF DELIVERY	Soft nappa leather case, thread protection ring , Lens front cap, lens rear cap, lens hood and lens hood cap	Soft nappa leather case, lens front cap and lens rear cap



New Accessories

Bag M - System, leather, black & Carrying Strap, leather, black



Leica M leather system bag

Compact and spacious at the same time: the elegant bag for the M-System made of high-quality black leather.



Leica leather carrying strap

This adjustable carrying strap made of high-quality black leather offers a high level of carrying comfort on the go.



Firmware Update 2.0.1

NEW:

- **Leica M11-P only:** Images can now be signed with content copyright verification (Leica Content Credentials).
- Leica M11 and Leica M11-P only: New function Extended Dynamic Range for the optimization of shadows and highlights.
- The function Self-timer is a standalone menu item and can therefore be combined with the modes Single and Exposure Bracketing.
- The new menu item Tethering in USB mode allows tethered shooting via USB cable in combination with the Capture One Pro™ and Adobe Photoshop Lightroom™ apps (Necessary plugins available on Leica corporate website).

EXTENDED FUNCTIONALITY:

- The first three characters of the file name are now editable.
- The Touch Mode is now selectable: On, Off, LV Off.

IMPROVEMENT:

- The camera shutter will now be closed during a lens change.
- Faster connection to Leica FOTOS.
- The remote control function for the camera via Leica FOTOS was accelerated significantly.

ERROR CORRECTION:

- Various errors in the firmware were fixed.