

Press information

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Leica Camera AG takes over Sinar Photography AG, the Swiss manufacturer of view cameras

On Monday, Leica Camera AG, Solms, finalised the takeover of Sinar Photography AG, Zurich, the Swiss manufacturer of view cameras. Both companies have agreed that the details of the transaction will not be disclosed. Sinar Photography AG is the leading manufacturer of equipment for professional view camera photography and the only provider in this segment to offer complete digital solutions for view camera photographers. The Sinar product portfolio offers everything from cameras and lenses to digital backs, shutter systems and workflow software. Marketing, product management, support, development and production will remain in the hands of Sinar in Switzerland. Sales and distribution of the product portfolio will be handled by Leica Camera AG and the worldwide dealer network of Sinar Photography AG.

With this takeover, Leica Camera AG completes the company's portfolio in the high-end digital camera segment and further expands its position in the market for professional photographic equipment. With the Leica S-System, Leica offers a high-mobility, integrated, medium-format digital camera system that is completely in line with the company's long-standing brand philosophy. This system is now ideally complemented by the modular Sinar system and its particular suitability for studio, industrial and architectural photography. Synergies will also develop in the fields of digital technology, sales and distribution and in customer care.

Leica now possesses a complete product portfolio from a medium format digital camera system to digital view cameras and, as a result of the takeover, is now the only full range provider of digital camera systems in formats larger than the 35 mm Leica full-frame format. Both brands are renowned for their highest quality standards and decades of commitment to the needs of professional photographers and the creation of the best possible images.

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About Sinar Photography

The history of the company with its headquarters in Zurich, Switzerland, began in 1879 when the Swiss photographer Carl August Koch opened a studio in Schaffhausen. His grandson, Carl Hans Koch, designed and constructed the first Sinar camera and put it on the market in 1948. Thanks to its precise construction and a uniquely versatile concept of modular and standardised components, it quickly became an essential tool in leading photo studios around the world. The name 'Sinar' stands for Studio, Industrial, Nature, Architectural and Reproduction photography.

About Leica Camera

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. And today, in combination with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualisation and perception. Leica Camera AG has its headquarters in Solms, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Italy, Australia and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.

Contact person for your editorial offices
Stephan Fässler / Dial direkt -31 / s.faessler@sinar.ch