

## Photokina 2018: Leica Camera AG and Socionext Announce Extended Collaboration for the Development of Next Generation Camera Processors

**Langen/Germany, 28. September, 2018** --- Leica Camera AG and Socionext Inc. today announced their plans to extend their long-standing cooperation. The partnership will focus on developing next generation System-on-Chips (SoC) for Leica's leading-edge digital cameras.

Socionext and Leica have had a close collaboration since 2008, already resulted in the successful development of several generations of camera products. The Leica MAESTRO image processor series, developed based on Socionext's Milbeaut technology, offers excellent quality and user experiences due to the high-definition imagery, fast processing speeds and low power consumption. In continuing this collaboration, future Leica cameras will also benefit from this technology.

Dr. Marita Paasch, Chief Operating Officer in the Leica Camera board, comments: "Socionext proved to be a reliable technology partner who brings expertise and high-end technologies for state-of-the-art imaging solutions. With over 10 years of close cooperation, we are committed on fostering this strategic relationship. Leica will continue to use Socionext products of this type of SoC for its professional camera products."

Amane Inoue, President & COO at Socionext Inc. comments: "Socionext is proud to have been able to support the lineup of high-quality cameras featured in the renowned Leica Family Tree. With our ongoing close partnership and collaboration, I look forward to seeing many exciting cameras delivered by Leica in the coming years."



Photo: Dr. Marita Paasch, COO, Leica Camera and Amane Inoue, COO, Socionext shake hands at Photokina 2018 (Cologne, Germany) ([view larger image](#))

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Photo: Leica and Socionext teams at Photokina 2018  
([view larger image](#))

### **About Leica Camera**

Leica Camera AG is an internationally operating, premium segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality. In combination with innovative technologies, all Leica products fulfil a common objective: better pictures, wherever perception and visualization matter. Leica Camera AG has its headquarters in Wetzlar, in the state of Hessen in Germany, and a second production site in Vila Nova de Famalicão, Portugal and operates its own worldwide network of regional organizations and Leica Retail Stores.

### **About Socionext Europe GmbH**

Socionext Europe GmbH (SNEU) plays a major role in the worldwide activities of Socionext Inc. Founded in 2015, Socionext Europe is headquartered in Langen, near Frankfurt, with other locations in Munich, Braunschweig, Maidenhead (UK) and Linz (Austria). For more information, please visit [eu.socionext.com](http://eu.socionext.com).

### **About Socionext Inc.**

Socionext is a global, innovative enterprise that designs, develops and delivers System-on-Chip products to customers worldwide. The company is focused on imaging, networking, computing and other dynamic technologies that drive today's leading-edge applications. Socionext combines world-class expertise, experience, and an extensive IP portfolio to provide exceptional solutions and ensure a better quality of experience for customers. Founded in 2015, Socionext Inc. is headquartered in Yokohama, and has offices in Japan, Asia, United States and Europe to lead its product development and sales activities. For more information, visit [socionext.com](http://socionext.com).

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