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[Leica goes back to basics with the new M10](#)

Lead

In an age where increased functionality is an essential marketing point of seemingly every new product, Leica's decision to focus on making a lesser number of features for its new M10 is a welcome change...

Everything you need, nothing you don't



The first entirely new M-series Leica in four years, the M10 has fewer features than the M240 before it. By removing its video recording ability, Leica has de-cluttered the camera's design and simplified the controls, pitching it to the most committed of photography enthusiasts. The M10 features an improved image sensor, processor, and wireless connectivity, the latter of which is a first for the M-series and allows users to remotely operate the camera from their smartphones.

Photos: Leica

Gallery

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