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Leica's latest special edition M10-P is for film buffs old and new

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Coinciding with the 100th anniversary of the American Society of Cinematographers, Leica has revealed a limited edition M10-P with a golden lens and special software that simulates both analogue and digital cinema aesthetics...

More than a golden gimmick



There's a hell of a lot more to the Leica M10-P ASC 100 Edition than a golden Summicron-M 35 f/2 lens and the American Society of Cinematographers' logo on the top. Within the 'standard' black M10-P body, Leica has installed two 'Cine Look' modes exclusively to this camera. The first, named 'ASC Cine Classic', simulates an analogue 35mm motion-picture aesthetic while the second, called

'ASC Contemporary', lends the photos the current digital style of contemporary movies. Alas, the M10-P is a stills-only camera, though Leica will throw in an adapter to attach almost any PL-mount cine lens available. The gold shade of the lens is not random - it recalls the brass lens of the original UR-Leica camera that dates back to 1913. There's no word on pricing or production numbers yet, but we know the M10-P ASC 100 Edition will be available in the autumn. This one should prove a real hit with well-to-do hipsters and serious Leica photographers alike.

Photos: Leica

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