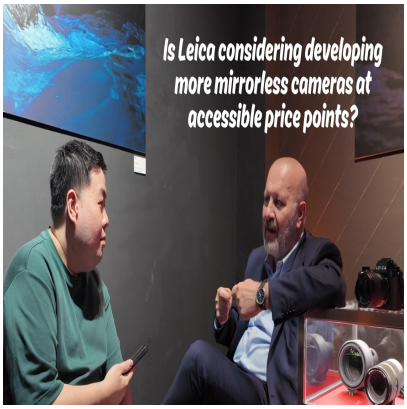


Conversations with a Visionary: Inside the Mind of Andrea Michelangelo Pacella, VP Global Marketing & Communication, Leica

Description

default watermark

We had the privilege of attending the **unveiling event of the Leica SL3**, where we were joined by Leicaâ??s VP of Global Marketing and Communication.

As avid photographers, we were eager to delve into some pressing inquiries that resonate with enthusiasts worldwide.

1. Expanding Reach: Leica has established itself as a premium brand catering to a specific segment of photographers. Is the company considering developing more mirrorless cameras at accessible price points while preserving the core Leica experience?

2. Videography Focus: While renowned for photography, are there plans to enhance Leicaâ??s offerings in the videography realm?

3. Xiaomi Leica Collaboration: Apple is known for user-friendly photo and video features. While Huaweiâ??s partnership offered strong photography capabilities, videography remained a weaker point. Will the Xiaomi Leica collaboration prioritize user experience like Apple, or will its focus remain primarily on photo quality?

Catch the entirety of Wilberâ??s conversation with Andrea Michelangelo Pacella, VP of Global Marketing & Communication, in the full video.

For the latest deals and content, join our Telegram channel here today!

Date Created
01/04/2024
Author
wilbersuen