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By: Tudor Raiciu, Technology and Science Editor

[Leica AG Acquires Sinar AG](#)

Sinar will be showcasing a new product at Photokina

sinar

Sinar AG have a press release on their website where they announce that Leica Camera AG acquired 51% of their shares from Jenoptik. The existing technical cooperation between Jenoptik and Sinar AG concerning digital camera backs will be continued. Sinar AG serves professional photographers with leading solutions in medium and large format cameras, both with analogue and digital technology. Leica Camera AG will continue and develop the Sinar business with the Sinar brand and company structure, based on the shared values of excellence and innovation. Both companies will benefit from synergies in technical collaboration as well as marketing and sales. Leica Camera AG is confident that the acquisition will bring positive developments for customers, employees as well as shareholders of both companies. This is a first step on the strategic path towards growing the business of Leica Camera AG, the press release also mentions. Sinar AG will be showcasing the new medium-format camera Hy6 at Photokina. According to the company's website, the Sinar Hy6 represents "the beginning of a new era of digital medium-format photography. Evolving from a technical cooperation between Sinar and Franke & Heidecke, it is a leap forward in innovation that is bound to revolutionize medium-format photography work for many years to come." Sinar says that the Hy6 is the only 6x6 cm medium-format camera with 6x4.5 cm capability, so that it can be used for vertical and horizontal as well as square photographs.