

For Immediate Release

Panasonic launches new LUMIX and camcorder models

Sleek, Slimmer, Simple operation and more Intelligent for beginners and advanced users; packed with innovative features for great photography experience - from high zoom to AVCHD Lite high definition video recording

Kuala Lumpur, 18 February 2009 – Panasonic Malaysia Sdn Bhd today launched a bevy of ten new LUMIX digital camera models, and ten camcorder models (consisting of 6 high definition and 4 standard definition) with technological advancements from AVCHD lite HD video recording format (a first in the world to be incorporated in digital cameras) to high zoom capabilities 70X optical zoom for camcorder series together with SDHC and HDD storage options.

“We see that there is a growing demand for video capture on LUMIX cameras. In line with this trend, we have also included the new AVCHD Lite video recording format on some selected Lumix models. We are confident to see the AVCHD Lite format having a huge pickup rate amongst consumers who are looking for snap movie shots. The advantage of this video format is that high definition movies can be well compressed for more mileage and can be uploaded to YouTube. Other new highlights for Lumix that we will be introducing this year include Face Recognition that allows the user to capture a face, save and label it within the LUMIX camera”.

“For camcorders, we are also introducing our first 70x optical zoom lens models with hard-disk-drive-based and the SD-card-based that also offer a YouTube upload mode when connected to a PC, ” said Tony Endoh Managing Director of Panasonic Malaysia Sdn Bhd

Tony Endoh also added that: “This year, camera users can expect a more exciting range of models designed to offer the ultimate in picture and video performance and convenience for beginners and advanced users, from the LUMIX - FS, FX, TZ, FT to LS series and from Camcorders, the HS/TM and SD series for high definition and H, S and SW series for standard definition”

“This year, Panasonic is promoting its AVCHD and SD Card Link concept in both digital cameras and camcorders. This AVCHD concept gives easy to use options and offers satisfaction in capturing high Definition motion pictures. The SD Card Link offers convenience in high quality media storage for recording and storing pictures and play back on the Panasonic Viera TV. All Panasonic camcorders are equipped with SD Card slots and are now called SD Camcorder. In short, consumers now can enjoy Panasonic cameras that are easy to use, with advanced features for both still and motion pictures”.

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“In conjunction with this launch, Panasonic will introduce for the first time an ‘e-bid’ website for consumers to bid the highest price for the camera models featured in the website. The highest bidder can buy the model at the price that they bid. For this first introduction, there will be limited models and ‘e-bid’ can be accessed through web address: <http://direct.panasonic.com.my>. This bidding starts from March 2 till 15, 2009. The successful buyer from this ‘e-bid’ is required to give his or her feedback a month after using the product”, said Liew Choon Wah, Assistant General Manager, AV Products Marketing, Panasonic Malaysia Sdn Bhd.

Rugged outdoor camera – DMC FT1

For LUMIX, leading the line is the new DMC FT1 model, the first in the series of ‘rugged’ outdoor camera that is waterproof [to 3 metres], dustproof and shockproof [1.5 metres] with new AVCHD Lite video recording format that supports high definition movie captured in a compressed format that maintains high image quality while almost doubling the recording time (compared with conventional Motion JPEG capture). It also features a 28mm wide angle Leica DC Vario Elmar lens with 4.6x optical zoom and 12.1 megapixel CCD sensor with [iA] Intelligent Auto mode.

TravelZoom – TZ series

Next in line is the popular TravelZoom or TZ series with 2 models DMC TZ6 and DMC TZ7. Both models are featured with a high 12x optical zoom and 10.1-megapixel resolution. However, the TZ7 is a true hybrid camera that supports both, still capture and AVCHD Lite high-definition video recording, a new feature for TZ series cameras that is perfect for travelers. Another excellent feature is that this TZ7 is also equipped with an HDMI port that allows the camera to be connected to a VIERA Link-equipped Panasonic TV set for direct playback of still and video images (an optional cable is required). The TZ7 is equipped with Panasonic’s Venus HD image processor, while the TZ6 has the Venus Engine IV.

Ultra Compact with Face Recognition – FX Series

This ultra slim and compact size camera that can easily slip into the pocket with Face Recognition FX SERIES – DMC FX48 & DMC FX580 allows the user to capture a face, save and label it within the LUMIX camera. This feature will allow up to six different faces to be captured and saved.

Both models come with 25mm Ultra Wide Angle lens, 5x Optical zoom using Leica DC lens and a 12.1 megapixel imaging resolution. The FS580 is a touch screen camera.

Award Winning Point & Shoot – FS Series

The FS series – FS6, FS7, FS15 and FS25 are the latest addition to the award winning Lumix FS series.

Both DMC-FS7 and DMC-FS6 models feature 4x optical zoom lenses, equivalent to 33mm to 132 mm on a 35mm film camera. Both the 10.1 megapixel FS7 and the 8.1 megapixel FS6 feature Panasonic’s Mega O.I.S image stabilization system and the latest, Venus Engine IV image processor with a bright F2.8 Leica DC lens. The FS7 also has a larger LCD (2.7 inches as compared to the FS6’s 2.5 inch LCD). Both cameras have an ISO range of 100 to 6400, 50 megabytes of internal memory and 25 scene modes. FS6 is the slimmest in size measuring at only 21.2mm.

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The DMC-FS15 and DMC FS25 are both 12.1 megapixel cameras. Both feature 29mm wide-angle Leica DC lens with 5x optical zoom. FS15 has a 2.7 inch LCD screen whilst FS25 has 3.0 inch large LCD screen making taking and reviewing pictures easier than ever. Panasonic has enhanced the Intelligent Auto Mode (iA) with AF Tracking and Dedicated iA Button to detect the scene and optimize the settings and exposure functions. DMC FS25 is capable of recording WVGA motion pictures at 30 frames per second in 16:9 wide-screen format. This DMC-FS25 is a stylish, pocket-sized, powerful point-and-shoot camera capable of producing high-quality photos; an excellent choice for someone looking for a step up from the entry level.

Easy operation, entry level 2AA battery operated – LS85

For an entry level point-and-shoot and easy to use camera for the budget conscious, users can look forward to the DMC LS85 powered by 2AA battery that sports an 8.1 megapixel imaging sensor together with iA mode that incorporates a combination of Optical Image Stabilizer, Intelligent ISO Control and Intelligent Scene Selector for easy usage.

Panasonic's new High Definition Camcorders – a Range of Models Ensures There's One for Everyone!

Panasonic's camcorder lineup comes with 10 new camcorder models consisting of 6 High Definition plus 4 standard definition offering a choice of SDHC and HDD recording and storage options.

Leading the range of 6 Full High Definition (FHD) AVCHD camcorders are **HS300/TM300, HS200/ TM200 and the HS20/SD20** with a sophisticated 3MOS sensor that provides a total resolution equivalent to 9.15 megapixels. All models support a best-in-class low light recording to a minimum of 1.6 Lux.

Each model is equipped with a large-aperture Leica Dicomar 12x optical zoom lens and an Advanced Optical Image Stabiliser (O.I.S.).

However, the HS300 and TM300 are fully equipped with a manual focus ring, Electronic Viewfinder (EVF), Hot Shoe and microphone terminal.

Both HS300 and HS200 are a hybrid camcorders with a 120 GB hard disk drive (HDD) and 80GB hard disk drive (HDD) respectively, and SHDC/SD card slot.

While the TM300 and TM200 (with twin memory) comes with 32GB and 16GB of built-in solid-state memory respectively plus an SDHC/SD card slot.

HS300/TM300 and HS200/TM200 models feature a 2.7-inch wide touch-screen, Intelligent Auto (iA) for video that includes AF Tracking, Face Detection, Intelligent Contrast Control and Scene Detection for still and moving images. They also include a 5.1-channel surround sound system with five microphones plus a Zoom Microphone function.

The SDR-HS20 model combines an 80GB hard drive with SDHC/SD card recording whilst the compact SDR-SD20 records only to SDHC/SD memory cards and weighs just 267 grams. Both models support AVCHD video recording at 1920 x 1080 pixels. Both models feature Leica Dicomar 16x optical zoom lenses with Advanced O.I.S. stabilization plus the same iA functions as the HS200/TM200 model, with a quick power on and quick start recording functions in less than 2 seconds.

For standard definition, the four new models are SDR H90, SDR H80, SDR S26 AND SDR SW21. Both H90, H80 and S26 models featured powerful 70x optical zoom lens plus Advanced OIS and iA. The H90 and H80 offers hybrid recording with a 60GB HDD and 80GB HDD respectively and SDHC/SD card slots whilst S26 and SW21 are SD card camcorders without internal memory.

The H90, H80 and S26 models feature an Easy YouTube uploading function that pre-formats video recordings for uploading to social websites. The upload mode in VideoCam Suite is automatically activated as soon as the camcorder is connected to a PC.

Both models feature a 2.7-inch wide Auto Power LCD that automatically adjusts the brightness of the display to suit the viewing conditions. An 0.8-second Quick Start mode ensures shooting opportunities aren't missed. Both camcorders are equipped with a world timer function that eliminates the need to manually reset the camcorder time when crossing time zones.

The SDR-SW21 is a tough compact camcorder, which is waterproof up to 6.5 feet in both fresh and salt water; shockproof enough to sustain a 4-foot drop; and dustproof to protect against particles such as dirt, sand, and dust.

1.	Panasonic Lumix DMC FT1	Green, Orange & Silver	ASP RM 1499
2.	Panasonic Lumix DMC TZ7	Silver, Black & Brown	ASP RM 1599
3.	Panasonic Lumix DMC TZ6	Silver & Black	ASP RM 1499
4.	Panasonic Lumix DMC FS6	Silver, Black, Blue & Pink	ASP RM 699
5.	Panasonic Lumix DMC FS7	Silver, Black, Blue & Pink	ASP RM 799
6.	Panasonic Lumix DMC FS15	Silver, Black & Blue	ASP RM 899
7.	Panasonic Lumix DMC FS25	Silver, Black & Gold	ASP RM 999
8.	Panasonic Lumix DMC FX48	Silver, Black, Pink & Gold	ASP RM 1299
9.	Panasonic Lumix DMC FX580	Silver, Black & Gold	ASP RM 1499
10.	Panasonic Lumix DMC LS85	Silver	ASP RM 449

1.	Panasonic Camcorder HDC-HS300	Black & Silver	ASP RM4,999	120 GB HDD + SD
2.	Panasonic Camcorder HDC-TM300	Black & Silver	ASP RM4,499	32 GB TWIN MEMORY (built in memory + SD card)
3.	Panasonic Camcorder HDC-HS200	Black & Silver	ASP RM3,999	80 GB HDD + SD card
4.	Panasonic Camcorder HDC-TM200	Black & Silver	ASP RM3,799	32 GB TWIN MEMORY (built in memory + SD card)
5.	Panasonic Camcorder HDC-HS20	Black	ASP RM3,399	80 GB HDD + SD card
6.	Panasonic Camcorder HDC-SD20	Black, Silver & Red	ASP RM2,499	16 GB SD card only
7.	Panasonic Camcorder SDR-H90	Black	ASP RM2,199	80GB HDD + SD card
8.	Panasonic Camcorder SDR-H80	Black, Blue & Red	ASP RM1,799	60 GB HDD + SD card
9.	Panasonic Camcorder SDR-S26	Black, Gold, Red & Blue	ASP RM1,299	SD card only
10.	Panasonic Camcorder SDR-SW21	Silver, Orange & Green	ASP RM1,799	SD card only

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Center at 03-5542 2288.

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Media Contact: Azizah Wahid,
Assistant General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Product Contact: Patricia Yaw Bee Lei
Product Executive (Lumix)
Digital Imaging Panasonic Malaysia
Tel: 03-7809 7696 Fax: 03-7955 2848 Mobile : 012-975 6863
Email: patricia.yaw@my.panasonic.com

Siaw Yee Yen
Product Executive (Camcorder)
Digital Imaging Panasonic Malaysia
Tel: 03-7809 7690 Fax: 03-7955 2848 Mobile : 012-385 3808
Email: yeeyen.siaw@my.panasonic.com