

For Immediate Release

Panasonic launches new LUMIX and camcorder models and announces the search for LUMIX Star

Putrajaya, 29 July 2009 – Panasonic Malaysia Sdn Bhd today launched a new GH1 model for LUMIX G Series camera, four new models DMC-FZ35K; DMC-FX65; DMC-FP8; and DMC-ZR1 for LUMIX digital camera and two camcorder models HDC-SD10 and HDC-TM10 with a newly added active mode of Advanced Optical Image Stabilizer (O.I.S.) that makes it easy to capture stunning shots with Panasonic’s Intelligent Auto (iA) mode.

“We see that there is a growing demand for video capture on LUMIX cameras. In line with this trend, we have introduced the High Definition (HD) movie mode in the LUMIX GH1. In combination with the newly developed LUMIX G VARIO HD 14-140mm lens, it transforms the GH1 into a creative HD hybrid that can record HD video while at the same time producing high quality stills images. We are confident this unprecedented system camera will satisfy the needs of professionals and advanced amateurs while offering easy operations.”

“For camcorders, we are introducing the world’s lightest AVCHD format full-HD camcorders which fit comfortably in the palm of one’s hand, making it an ideal companion on trips or outings,” said Tony Endoh Managing Director of Panasonic Malaysia Sdn Bhd.

Tony Endoh also added: "This year, camera users can enjoy absolute blur-free photography with the Advanced O.I.S. (Optical Image Stabilizer) system while the Face Recognition allows user to capture a face, save and label it within the LUMIX camera. 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 - FZ, FX, the new FP and ZR series and from Camcorders, the SD and TM series for high definition."

"We now have a total of 2 models and 4 lenses in the G series system camera, 20 camera models for Lumix, and 8 models for the Full HD camcorders. We will be able to cater to different customer needs with this new range of products".

In conjunction with the launch, Panasonic Malaysia officially announced the launch of the search for a LUMIX Star to be held from 29 July to 3 October 2009. "We are very excited to launch this campaign – the Panasonic LUMIX Star Search 2009. The search will offer the opportunity for contestants to show off their talents and the chance to be the face of the LUMIX brand!" says Mr. Jeff Lee, Executive Director of Panasonic Malaysia.

Lee also added: "We are also pleased to announce the LUMIX Club on Facebook (www.facebook.com/mylumixclub). We hope to use this social online networking platform to attract more people to join the various contest and activities that we have planned and also to help create awareness of Lumix's capabilities in digital imaging."

Creative HD Hybrid – DMC GH1

The Lumix DMC-GH1 is Panasonic's second Micro Four Thirds camera, and the first to support HD movie recording. Continuous AF can be used while recording movies while high-quality sound recording with Dolby Digital Stereo Creator and a host of other creative options, including manual settings, lend the DMC-GH1 even greater versatility. The newly developed 12.1 megapixel high-speed Live MOS sensor and the Venus Engine HD image processor features two CPUs for outstanding process capability.

The GH1 comes with the new LUMIX G VARIO HD 14-140mm 10x zoom interchangeable lens which is designed for movie recording by including a silent and continuous auto focusing function and seamless aperture adjustment.

Super Zoom – DMC FZ35K

Joining Panasonic's popular FZ series of cameras that pack a high-powered zoom, the 12.1 megapixel DMC- FZ35K features an AVCHD Lite high-definition movie recording capability combined with powerful 27mm wide angle 18x optical zoom high quality LEICA DC VARIO-ELMARIT lens. For an added boost, zoom power can be increased to 35.2x with the Extra Optical Zoom function. Panasonic's Intelligent Auto mode – a hallmark of Lumix cameras – now includes POWER O.I.S., an optical image stabilizer which boasts double repression power compared to the conventional image stabilization system MEGA O.I.S. The advanced Face Recognition function recognizes faces up to three people simultaneously in photo recording mode.

Ultra Compact with Face Recognition – FX65

This ultra slim and compact size camera that can easily slip into the pocket with Face Recognition FX SERIES – DMC FX65 allows the user to capture a face, save and label it within the LUMIX camera. This feature will allow up to three different faces to be captured and saved. The hand-shake, which is physically generated when pressing the shutter button or when shooting at night with a slow shutter speed, is effectively compensated by the new POWER O.I.S. to enjoy blur-free photography. This model comes with 25mm Ultra Wide Angle lens, 5x Optical zoom using Lecia DC lens and a 12.1 megapixel imaging resolution. The 2.7-inch large intelligent LCD offers dynamic and clear view out of its small body.

Futuristic All-Round Flat Design Body – FP8

The DMC-FP8 is part of the new LUMIX FP series, which pursues excellence in both design and function. This camera features high-quality, 12.1 megapixel, 28mm, 4.6x Leica DC lens with folding optics. The body is flat because of the retracting lens with folding optics which does not have a fixed lens barrel. Built of high-quality aluminium, this flat body provides an attractive design for the camera's rear surface and the blue LED cursor also adds an elegant brilliance to the design each time they are pressed. Besides the new POWER O.I.S. features, the FP8 gives fast response that helps to catch even the most fleeting photo opportunities with its high-speed AF with start up of only 0.95 seconds.

The Versatile Travel Camera – ZR1

The new 12.1 megapixel Lumix DMC-ZR1 from new ZX series features powerful zoom with a remarkably slim and compact body. Newly developed lens unit including world's first 0.3mm super-thin aspherical lens and industry's first 0.3mm industry spherical lens realizes to fit in the high performance 25mm ultra wide angle 8x optical zoom lens into the slim and compact body. The POWER O.I.S. improves the quality of shots taken in situations that previously resulted in blurring. With its slim, compact, pocket-fitting size and impressive specifications, the ZR1 is a great partner for travelling or for everyday snapshots.

The world's lightest AVCHD format full-HD camcorders*

Panasonic announced the release of two new camcorders -- the HDC-SD10, which uses an SDHC/SD Memory Card (optional) as recording media, and the Twin Memory Type HDC-TM10, which records onto both an 8-GB** Built-in Memory and an SDHC/SD Memory Card (optional). Both models weigh in at a mere 227 g (0.50 lb), making them the world's lightest AVCHD format full-HD camcorders*, and are housed in compact bodies with high-quality image functions that produce remarkable, full-HD images. A high-powered 16x optical zoom is supported by the Advanced O.I.S. (Optical Image Stabilizer) function, which is an essential element for clear zooming because it minimizes the hand-shake that often spoils zoom shots.

* As of May 19, 2009.

** 1GB = 1 billion bytes. Usable capacity will be less.

1.	Panasonic Lumix DMC-GH1	Red, Gold & Black	ASP RM 6999
2.	Panasonic Lumix DMC-FZ35K	Black	ASP RM 1699
3.	Panasonic Lumix DMC-FX65	Black, Silver, Pink & Violet	ASP RM 1399
4.	Panasonic Lumix DMC-FP8	Black, Silver, Red & Pink	ASP RM 1299
5.	Panasonic Lumix DMC-ZR1	Black, Silver & Red	ASP RM 1399
1.	Panasonic Camcorder HDC-SD10	Black, Silver & Red	ASP RM2299
2.	Panasonic Camcorder HDC-TM10	Black & Silver	ASP RM2499

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 03-03-5543 7600

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