

For Immediate Release

Lumix DMC-FP8

28mm Wide Angle 4.6x Optical Zoom

Futuristic All-Round Flat Design Body

12.1-Megapixel DMC-FP8 with Double Night Shooting Power by POWER O.I.S.

**35mm film camera equivalent: 28-128mm*

Putrajaya, 29 July 2009 – Panasonic recently announced the DMC-FP8 as part of the new LUMIX FP Series, which pursues excellence in both design and function. The DMC-FP8 features a high-quality, 12.1-megapixel, 28mm, 4.6x Leica DC lens with folding optics*¹. The body is flat because of the retracting lens with folding optics which does not have a fixed lens barrel. Built of high-quality aluminum, this flat body provides an attractive design for the camera's rear surface, which is the part that is most frequently seen by the user. The blue LED cursor button also adds an elegant brilliance to the design each time they are pressed.

Panasonic's Intelligent Auto mode – a hallmark of Lumix cameras – now includes POWER O.I.S. (Optical Image Stabilizer) which features a double the repression power compared to the conventional image stabilization system MEGA O.I.S. 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. In the popular Face Recognition*² mode, up to three people can be simultaneously recognized to show their names on the monitor once registered.

Another main feature of the FP8 is its high-speed AF, the industry's fastest level. Combined with a high-speed start-up of only 0.95 seconds, this gives the FP8 a fast response that helps to catch even the most fleeting photo opportunities. The 2.7-inch large Intelligent LCD offers dynamic and clear view out of its small body. The battery life is also as powerful as approx. 380 pictures shooting thanks to the highly energy efficient image processing LSI, the Venus Engine V*³.

This model brings an especially wide color variation to the series, with silver, black, pink, red, gold, green, violet, and blue to choose from*⁴. A cool hairline panel in the center of the camera adds an exquisite accent for a striking overall appearance. Beautiful when carrying about and shooting, the DMC-FP8 is a stunning all-round camera for users who are particular about both image quality and camera design.

*1 35mm film camera equivalent: 28-128mm

*2 Turn Face Recognition item ON and register the person with full-face portrait on the shooting menu in advance. Refer to back page for detail.

*3 Based on a CIPA standard

*4 Availability of color varies depending on the sales area

1. 28mm Ultra-Wide-Angle LEICA DC Lens with 4.6x Optical Zoom Fits in a Flat , Futuristic Design Body

The FP8 features a high-quality LEICA DC VARIO ELMAR 28mm wide-angle lens with a 4.6x optical zoom. The folded optics of the shaft guide method is adopted to secure the toughness of the lens unit. Comprising 10 elements and a prism unit in 8 groups, including 1 ED lens and 5 aspherical lenses with 6 aspherical surfaces, a difficult feat even by today's standards, this advanced lens unit passes Leica's stringent standards to deliver exceptional optical performance to the edges even adopting the folded optics.

Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 9.1x (252mm*) by using the centre part of the 12.1-megapixel large CCD.

*35mm film camera equivalent: 28-128mm

2. Outstanding Basic Performance -- Superb Image Quality with the Exceptional Response and Enhanced Performance of the Venus Engine V

The common concept shared by all new LUMIX products for 2009 second half is the seamless operation, which is indispensable for stress-free photography. In order to respond to the foremost desire of all photographers – to catch every possible shooting opportunity -- Panasonic went back to the basics and developed an industry-leading, ultra high-speed AF while dramatically shortened the start-up time, too.

To realize the ultra high-speed AF, a number of re-engineering and improvements are made including the adaptation of a higher-speed actuator, the optimization of algorithms and the parallelization of software processing element. The result is ultra high speed yet accurate AF performance for users to enjoy the airy shooting that has experienced never before. Panasonic also replaced its linear program processing with parallel processing to achieve an ultra high-speed start-up of approx. 0.95 second.

In image processing, luminance noise and chromatic noise are reduced separately before and after signal processing. This is further refined by separating noise two-dimensionally into high-frequency and low-frequency noise. The circuits then effectively reduce only the low-frequency noise to minimize the unwanted noise and help produce beautiful, sharp still and motion images.

This multi-task image-processing engine has a super-fast response time. The shutter release time lag is as short as approx. 0.006 seconds, making it easy to capture sudden, spur-of-the-moment photo opportunities. In burst shooting mode, the FP8 can snap approx. 2.3 shots per second at 12.1-megapixel full resolution*¹. In High-speed Burst shooting mode, it fires off an incredible approx. 10 shots per second*² and the Flash Burst mode makes it possible to take consecutive shots with continuous emissions of the flash*³.

Despite its outstanding performance, the high performance engine is also more energy efficient to extend the battery life up to 380 shots (CIPA) per a single charge*⁴.

*1 Max. 5 images in standard mode / 3 images in fine mode.

*2 3-megapixel (4:3), 2.5-megapixel (3:2), 2-megapixel (16:9) recording. (approx.10 fps in Speed Priority mode / approx.6 fps in Image Priority mode)

*3 Max. 5 images. In 3-megapixel (4:3), 2.5-megapixel (3:2), 2-megapixel (16:9) recording.

*4 Based on a CIPA standard.

3. iA (Intelligent Auto) Mode Further Advances for Easy Photography

With the DMC-FP8, taking great photos is that easy. Panasonic incorporated the Intelligent Auto mode in pursuit of the ultimate ease of operation and the reduction of misshots. In iA mode the camera does all the work, leaving you free to compose shots and capture moments. Just press aim, and shoot. This mode is now further advanced with the inclusion of further advanced image stabilization system POWER O.I.S. and advanced Face Recognition for DMC-FP8.

Taking advantage of Panasonic's accumulated optical technologies, MEGA O.I.S. (Optical Image Stabilizer) has been incorporated into Lumix cameras from the early stage of digital camera development. This helped to show all digital camera users the absolute need for hand-shake compensation, and led to its prevalence throughout the industry. MEGA O.I.S. has now evolved into the new POWER O.I.S. on the DMC-FP8, with a great performance improvement - twice the shake suppression capability of previous models.

The hand-shake component, which is physically generated when pressing the shutter button or when shooting at night with a slow shutter speed, is recognized as a low-frequency vibration, for which the new POWER O.I.S. is particularly effective. This greatly improves the quality of shots taken at night or indoors where a flash cannot be used, or where the photographer doesn't want to use a flash because it would spoil the mood. It captures beautiful photos in situations that previously resulted in blurring.

The DMC-FP8 features the Face Recognition*, a function that is popular in the previous Lumix cameras, with several upgrades. Three face images can be registered for each person, to dramatically raise the detection accuracy. And when the angle of view is changed horizontally, the name display also rotates for easier reading.

Once you enter iA mode, these functions happen automatically together with other powerful shooting-assist functions – AF Tracking, Intelligent ISO Control, Intelligent Scene Selector, Intelligent Exposure and Quick AF- so you can shoot without the bother of adjusting settings every time conditions change. You can enjoy easy, trouble-free shooting in any situation and get the satisfaction that comes with capturing clear, beautiful images.

*Turn Face Recognition item ON and register the person with full-face portrait on the shooting menu in advance. Refer to back page for detail.

4. HD photos and HD movies with VIERA Link networking

All Lumix cameras can take 1920 x 1080 pixel HD (high-definition) quality photos that perfectly fit a wide-screen (16:9) HDTV for full-screen viewing. The new DMC-FP8 even records dynamic HD motion pictures in 1280 x 720p at a smooth 30 fps, in addition to WVGA (848 x 480) and normal VGA (640 x 480)* **. With HD component output capability, you can enjoy watching still and motion pictures in stunning HD quality taken by your DMC-FP8 by simply connecting the camera to a TV via an optional component cable (DMW-HDC2).

In addition, with the included software PHOTOfunSTUDIO 4.0, it is easy to view and edit your recorded contents. You may also choose to upload your videos to YouTube or burn them to a DVD disc for archiving.

*In Motion Picture mode, the length of recording time depends on the capacity of the SDHC/SD Memory Card. (Up to the equivalent of 2 GB per motion-image recording.) When you set the motion picture quality to VGA 30fps, WVGA 30fps and HD(1280x720) 30/15fps, we recommend using a high-speed memory card with "10MB/s" or greater on the package. Some lens movement sounds may be recorded.

**For Europe, motion images can be recorded continuously for up to 15 minutes.

5. Other Options for Fun

A total of 27 scene modes are available with the DMC-FP8 and the High Dynamic mode is new to be added. The Photo Frame mode allows you to shoot images with fine frame-like decorations, which is suitable for photos to give others as a gift. The High Dynamic mode helps to capture a scene with moderate exposure even though the scene contains both bright and dark area together. The user can select either of three options, Standard, Art, or B/W, depending on the desired effect and personal taste to make the photo look natural to artistic.

About Included Software PHOTOfunSTUDIO 4.0

The latest version of the bundled software PHOTOfunSTUDIO 4.0 allows you to view, edit and archive your captured photo and motion pictures with greater ease and fun. The new PHOTOfunSTUDIO 4.0 features dramatic speed-up of operation by achieving 10x as fast as the previous edition for start up and 8x for initial image registration process*. The GUI is re-designed by adopting simple graphic elements and layouts as well as the incorporation of wizard method, making the operation more intuitive and extremely easy.

The portrait images taken with the camera's Face Recognition function are organized neatly in the folder of the name registered with the camera. Not only that, the software also features an independent Face Recognition function that recognizes the faces in the picture stored in your PC to sort the photos by the face speedily. You do not have to pick out each photo one by one out of thousand of photos when you only want pictures of a specific person. With PHOTOfunSTUDIO 4.0, the software automatically sorts your images into virtual folders based on the faces you registered. You can also enjoy slideshows with a variety of effects and use your iTunes music library as background music. Motion pictures can be uploaded directly to YouTube using the built-in YouTube uploader.

*Panasonic in-house comparison. The speed may vary depending on the specifications of PC and the number of images stored in the PC and other condition.

*Recognition performance varies greatly depending on shooting conditions, i.e., according to factors such as angles, facial expression and lighting, so operation under all conditions cannot be guaranteed. Because the camera searches for faces that are similar to registered faces, there are cases where the faces are not correctly recognized when the registered image and the shooting image varies much. When facial characteristics are similar, particularly between parents and their children or brothers and sisters, the camera may not distinguish the faces.

*Dynamic tracking function may fail to lock, lose the subject in AF Tracking, or track different subject depending on the recording conditions.

*Leica is a registered trademark of Leica Microsystems IR GmbH.

*The LEICA DC VARIO-ELMAR lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

*YouTube is a trademark of Google Inc.

*All other company and product names are trademarks of their respective corporations.

*This unit is compatible with both SD Memory Cards and SDHC Memory Cards. You can only use SDHC Memory Cards on devices that are compatible with them. You cannot use SDHC Memory Cards on devices that are only compatible with SD Memory Cards. (When using a SDHC Memory Card on another device, be sure to read the operating instructions for that device.)

*Some accessories are not available in some countries.

*The use of recorded or printed materials that are protected by copyright for any purpose other than personal enjoyment is prohibited, as it would infringe upon the rights of the copyright holder.

*Design and specifications are subject to change without notice.

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DMC-FP8 Specifications

-S(Silver), -K(Black), -P(Pink), -R(Red), -N(Gold), -G(Green), -V(Violet), -A(Blue)

Metrics	Dimensions (W x H x D)	95.7 x 59.6 x 20.2 mm (3.77 x 2.35 x 0.80 in)	
	Weight	Approx. 131g (0.29 lb) Approx. 153g with Battery and SD Memory Card (0.34 lb)	
Optics	Pixels	Camera Effective Pixels 12.1 Megapixels	
	CCD	Sensor Size / Total Pixels / Filter 1/2.33-inch / 12.7 Total Megapixels / Primary Color Filter	
	Lens	Aperture	F3.3 - 5.9 / 2-Step (F3.3 - 10 (W) / F5.9 - 18 (T))
		Optical Zoom	4.6x
		Focal Length	f=4.9-22.8mm (28-128mm in 35mm equiv.)
		Extra Optical Zoom (EZ)	5.7x (4:3 / 8M), 7.3x (4:3 / 5M), 9.1x (under 3M)
		Lens	LEICA DC VARIO-ELMAR 10 elements in 8 groups (5 Aspherical Lenses / 1 ED lens)
		Optical Image Stabilizer	POWER O.I.S. (Auto / Mode1 / Mode2)
		Digital Zoom	4x (Max. 18.4 x combined with Optical Zoom without Extra Optical Zoom) (Max.36.4x combined with Extra Optical Zoom)
	Focus	Focusing Area	Normal: Wide 30cm - infinity Macro / Intelligent AUTO : Wide 5cm / Tele 30cm - infinity
		Focus Range Display	Yes
		AF Assist Lamp	Yes
		Focus	Normal / AF Macro, Zoom Macro
		AF Metering	Face / AF Tracking / Multi (11pt) / 1pt HS / 1pt / Spot

	Shutter	Shutter Speed	8-1/1300 sec Starry Sky Mode : 15, 30, 60sec	
Recording	iA	Optical Image Stabilizer	Yes	
		Intelligent ISO Control	Yes	
		Face Detection	Yes	
		Intelligent Scene Selector	Portrait, Scenery, Night Portrait, Night Scenery, Macro	
		Intelligent Exposure	Yes	
		AF Tracking	Yes	
		Digital Red Eye Correction	Yes	
		iA Direct Button	Yes	
		File	File Format	Still Image: JPEG (DCF / Exif2.21) Image with Audio: JPEG (DCF / Exif2.21) + QuickTime Motion picture: QuickTime Motion JPEG
			Interface	Mode Switch [Recording] / [Playback]
	Recording Modes	Mode Dial / Mode Button	Intelligent AUTO, Normal Picture, MySCN, SCN, Motion Picture	
		Still Image Scene Mode	Portrait, Soft Skin, Transform, Self-Portrait, Scenery, Panorama Assist, Sports, Night Portrait, Night Scenery, Food, Party, Candle Light, Baby1, Baby2, Pet, Sunset, High sensitivity, Hi-Speed Burst, Flash Burst, Starry Sky, Fireworks, Beach, Snow, Aerial photo, Pinhole, Film Grain, High Dynamic(Standard, Art, B&W), Photo frame	
		Continuous Shooting Mode	Full-Resolution Image, 2.3 frames/sec Max. 5 images (Standard mode), Max 3 images (Fine Mode) High-speed Burst Mode: approx. 10 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)(Speed Priority) approx. 6 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)(Image Priority)	
		Flash Burst Continuous Shooting Mode	Max. 5 images (Standard mode)	
		Motion Picture Recording	4:3 VGA: 640 x 480 pixels, 30fps (Motion JPEG) QVGA: 320 x 240 pixels, 30 fps (Motion JPEG)	

Exposure Parameters		<p style="text-align: center;">16:9</p> <p style="text-align: center;">WVGA: 848 x 480 pixels, 30 fps (Motion JPEG)</p> <hr style="border-top: 1px dashed black;"/> <p style="text-align: center;">HD Movie</p> <p style="text-align: center;">1280x720, 30fps (Motion JPEG)</p>
	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
	Backlight Compensation	Yes (only in Intelligent AUTO mode)
	Auto (AE) Bracketing	+/- 1/3 EV ~2EV step, 3 frames
	Light Metering	Intelligent Multiple
	ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
Image Parameters	Aspect Ratio	4:3 / 3:2 / 16:9
	Still Picture Recording	4:3
		4000x3000 (12M) / 3264x2448(8M EZ) / 2560x1920 (5M EZ) / 2048x1536 (3M EZ) / 1600x1200 (2M EZ) / 640x480 (0.3M EZ)
		3:2
		4000x2672 (10.5M) / 3264x2176 (7M EZ) / 2560x1712 (4.5M EZ) / 2048x1360 (2.5M EZ)
		16:9
		4000x2248 (9M) / 3264x1840 (6M EZ) / 2560x1440 (3.5M EZ) / 1920x1080 (2M EZ)
	Image Quality	Fine / Standard
	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White Set (Selectable at Portrait, Soft Skin, Transform, Self-Portrait, Panorama Assist, Sports, Baby, Pet, High Sensitivity, Highspeed Burst, Pinhole, High Dynamic, Photo Frame mode)
	Quick Menu	Yes
Color Mode / Color Effect	Standard, Natural, Vivid, Black & White, Sepia, Cool, Warm	
Others	Still Image with Audio Recording	Yes
	Audio Dubbing	Yes

		Real-time histogram	Yes
		Composition Guide line	Yes (2 pattern)
		Auto Review	1sec, 2sec, Hold, Zoom
		Macro Zoom	Yes
		Orientation Detector	Yes
		Scene Mode Help Screen	Yes
		Self Timer	2sec / 10sec
		Focus Icon Select	Yes
		Playback Mode	Normal Playback, Slideshow, Category Playback, Favorites Playback
Playback	Display	Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calender Display	Yes
		Set Favorites	Yes
		Playback Motion Picture	Yes (Motion JPEG)
		Slideshow Mode	All / Still Images Only / Motion Picture Only / Category / Favorites / BGM Effect (Natural / Slow / Swing / Urban / OFF)
	Delete	Show Histogram	Yes
		Delete Image	Single / Multi / All / All except Favorites
		DPOF Print Setting / Set Protection	Yes / Yes
	Edit	Resize / Trim / Leveling	Yes / Yes / Yes
		Copy / Title Edit / Text Stamp	Yes / Yes / Yes
		PictBridge Support	Single / Multi / All / Favorites / DPOF
		OSD language	English, German, French, Italian, Spanish, Polish, Czech, Hungarian, Russian, Chinese (Traditional), Chinese (Simplified), Netherlandic, Thai, Korean, Turkish, Portuguese, Arabic, Persian, Japanese, Swedish, Danish, Finnish
Setup		Travel Date / World Time	Yes / Yes

Others	Monitor	LCD Monitor	2.7" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High-Angle LCD
	Flash	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Slow Sync./Red-eye Reduction, Forced Off 0.3 - 5.5m (Wide/ISO Auto), 0.5 - 3.1m (Tele/ISO Auto)
	Media	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card
		Built-in-Memory	Approx. 40MB
	Audio	Microphone / Speaker	Mono / Yes
	Interface	Interface	AV Output (NTSC/PAL, NTSC only for N. America), HD AV Output(component), USB2.0 High speed, DC Input
	Power	Power	ID-Security Li-ion Battery Pack (3.6V, 940mAh) (Included)
		Battery life (approx.)	380 pictures (CIPA Standard)
	Standard Package	Included Software	PHOTOfunSTUDIO 4.0 ArcSoft (MediaImpression / Panorama Maker), QuickTime
		Standard Accessories	Battery Charger, Battery Pack, Battery Case, AV Cable, USB Cable, AC Cable*, Hand Strap, CD

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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