

For Immediate Release

Lumix DMC-ZR1

*25mm Ultra Wide Angle 8x Optical Zoom Lens in a Compact Body
12.1-Megapixel DMC-ZX1/ZR1
The Versatile Travel Camera with POWER O.I.S.(Optical Image Stabilizer)*

*35mm film camera equivalent: 25-200mm

Putrajaya, 29 July 2009 – Panasonic is pleased to introduce the Lumix DMC-ZX1/ZR1 digital camera from new ZX series featuring 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 first spherical lens realizes to fit the high performance 25mm ultra wide angle 8x optical zoom lens*¹ into the slim and compact body.

The powerful 8x zoom lens makes it easy to pull in subjects from far away a step closer compared to the conventional stylish point-and-shoot cameras. For an added boost, zoom power can be increased to 15.6x with the Extra Optical Zoom function*². The 25mm ultra wide-angle feature is ideal for both broad landscapes and tight indoor shots, letting photographers capture a wider view. The 12.1-megapixel resolution allows photos to be greatly enlarged while still retaining outstanding detail, or edited by trimming and enlarging parts of the photo to print.

Panasonic's Intelligent Auto mode – a hallmark of Lumix cameras – now includes POWER O.I.S. (Optical Image Stabilizer) which features 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*³ mode, up to three people can be simultaneously recognized to show their names on the monitor once registered.

Another main feature of the ZX1/ZR1 is its high-speed AF, the industry's fastest level. Combined with a high-speed start-up of only approx. 1.1 second, this gives the ZX1/ZR1 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. 330 pictures shooting thanks to the highly energy efficient image processing LSI, the Venus Engine V*⁴.

Users can choose from a wide range of colors: silver, black, blue, white or red*⁵, all comes out with high-quality aluminum texture which resists fingerprints and soiling. With its slim, compact, pocket-fitting size and impressive specifications, the ZX1/ZR1 is a great partner for traveling or for everyday snapshots.

*1 35mm film camera equivalent: 25-200mm

*2 3-megapixel recording

*3 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.

*5 Based on a CIPA standard

*6 Availability of color varies depending on the sales area

1. 25mm Ultra Wide Angle 8x Optical Zoom High Quality Leica DC Lens in a slim and compact body

The DMC-ZX1/ZR1 features a 25mm ultra wide angle LEICA DC VARIO-ELMAR lens and powerful 8x optical zoom (equivalent to 25-200mm on a 35mm film camera) together with a 12.1-megapixel high resolution CCD into a compact body. The lens unit comprises of 9 elements in 7 groups, including 4 aspherical lenses with 6 spherical surfaces. Notably, Panasonic achieved the world's first incorporation of 0.3mm super thin aspherical lens and industry first 0.3mm spherical lens, both mold and mass production is difficult, in to the newly developed lens unit. This makes it possible to fit the 25-200mm high performance lens in astonishing slim and compact body.

With the long zoom range from 25mm to 200mm, the DMC-ZX1/ZR1 can be the best suitable camera to take expansive scenery with dynamic perspective and a close-up of a distant subject, having the appealing angle of view. This powerful zoom also works during the motion picture recording.

Further, in 3-megapixel resolution mode, the Extra Optical Zoom function uses the centre part of the CCD to provide additional magnification, extending the zoom power to 15.6x.

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 that is twice as fast as its sister model DMC-TZ7 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. 1.1 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. 0.007 seconds, making it easy to capture sudden, spur-of-the-moment photo opportunities. In burst shooting mode, the ZX1/ZR1 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 330 shots (CIPA) per a single charge.

*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.

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

With the DMC-ZX1/ZR1, 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 Face Recognition* for DMC-ZX1/ZR1.

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-ZX1/ZR1, 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 ZX1/ZR1 features Face Recognition, a function that "remembers" faces. When a familiar face is recorded several times, the camera will prompt you to register the face. Once complete, if the familiar face appears into your frame again, the camera will display the name you specified for the person and prioritize focus and exposure so that the registered face is bright and in sharp focus.

Up to six people's faces can be registered, and up to three can be simultaneously recognized to show their names once registered. 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.

With AF Tracking, the ZX1/ZR1 can lock onto any subject and keep it in focus even if it moves – making it easy to get beautiful, clear shots when a great photo opportunity suddenly arises. Simply aim, lock, and shoot.

In addition to the advanced functions mentioned above, the iA mode inherits fundamental functions users need in a good digital still camera. These include Intelligent ISO Control, which reduces motion blur by adjusting the ISO sensitivity if the subject moves as the shot is taken. Intelligent Exposure optimizes the exposure for each part of an image, preventing blocked shadows and blown highlights and helping ensure that gradation and details are reproduced beautifully. It now features an automatic backlight compensation function that activates whenever the camera detects the subject is in backlight. Intelligent Scene Selector automatically detects the five most common shooting situations – Portrait, Night Portrait, Scenery, Night Scenery and Macro – and switches to the appropriate Scene mode.

The Quick AF system helps keep focus on the subject while the camera is in recording mode even before pressing the shutter button halfway. This improves the result out of a shutter chance because the focus is always near the subject and AF time is minimized. The user can activate all of these useful, convenient shooting-assist functions by simply selecting iA mode.

*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-ZX1/ZR1 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-ZX1/ZR1 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

One of the ZX1/ZR1's unique feature of ZX1/ZR1 is the newly added Travel mode. From the top menu, you can quickly go into the mode and organize various information related to your travel such as destination, date, world time and so on. It's also easy to play back images by designate the date or period of travel on the calendar menu interface.

The High Dynamic mode is newly added to the existing scene modes. This 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.

DMC-ZX1/ZR1 Specifications

-S(Silver), -K(Black), -A(Blue), -W(White), -R(Red)

Metrics	Dimensions (W x H x D)	97.8 x 54.6 x 26.0 mm (3.85 x 2.14 x 1.02 in)	
	Weight	Approx. 138g (0.30 lb) Approx. 160g with Battery and SD Memory Card (0.35 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	8x
		Focal Length	f=4.5-36.0mm (25-200mm in 35mm equiv.)
		Extra Optical Zoom (EZ)	9.8x (4:3 / 8M), 12.5x (4:3 / 5M), 15.6x (under 3M)
		Lens	LEICA DC VARIO-ELMAR 9 elements in 7 groups (4 Aspherical Lenses)
		Optical Image Stabilizer	POWER O.I.S. (Auto / Mode1 / Mode2)
		Digital Zoom	4x (Max. 32.0 x combined with Optical Zoom without Extra Optical Zoom) (Max.62.4x combined with Extra Optical Zoom)
	Focus	Focusing Area	Normal: Wide 50cm - infinity Macro / Intelligent AUTO : Wide 3cm / Tele 100cm - infinity
		Focus Range Display	Yes
		AF Assist Lamp	Yes
		Focus	Normal / Macro, Zoom macro
		AF Metering	Face / AF Tracking / Multi (11pt) / 1pt HS / 1pt / Spot
	Shutter	Shutter Speed	8-1/2000 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
	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, SCN, My SCN, Motion Picture, Clipboard
Still Image Scene Mode		Portrait, Soft Skin, Transform, Self-Portrait, Scenery, Panorama Assist(except for P/PC/PU/PR version), 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, Underwater(except for GK version)	
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) ----- 16:9 WVGA: 848 x 480 pixels, 30 fps (Motion JPEG) ----- HD Movie	

		1280x720, 30fps (Motion JPEG)
Exposure Parameters	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 ~1EV 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
Still Picture Recording		4:3 4000 x 3000 (12M) / 3264x2448(8M EZ) / 2560 x 1920 (5M EZ) / 2048 x 1536 (3M EZ) / 1600 x 1200 (2M EZ) / 640 x 480 (0.3M EZ)
		3:2 4000x2672 (10.5M) / 3264x2176 (7M EZ) / 2560 x 1712 (4.5M EZ) / 2048 x 1360 (2.5M EZ)
		16:9 4000x2248 (9M) / 3264x1840 (6M EZ) / 2560 x 1440 (3.5M EZ) / 1920 x 1080 (2M EZ)
Image Quality		Fine / Standard
White Balance		Auto / Daylight / Cloudy / Shade / Halogen / White Set (Selectable at Portrait, Soft Skin, Self-Portrait, Transform, Sports, Baby, Pet, High Sensitivity, Highspeed Burst, Pinhole, Photo Frame, Underwater mode(except for GK version))
Quick Menu		Yes
Color Mode / Color Effect		Standard, Natural, Vivid, Black & White, Sepia, Cool, Warm
Still Image with Audio Recording		Yes
Others		Audio Dubbing
	Real-time histogram	Yes

		Composition Guide line	Yes (2 pattern)
		Auto Review	1sec, 2sec, Hold, Zoom
		Easy Zoom	Yes
		Optical Zoom in Motion Picture	Yes
		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, Travel Playback, Favorites Playback
Playback	Display	Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calender Display	Yes
		Set Favorites	Yes
		Playback Still Images with Audio	Yes
		Playback Motion Picture	Yes (Motion JPEG)
	Delete	Slideshow Mode	All / Still Images Only / Motion Picture Only / Category / Travel / Favorites / BGM Effect (Natural / Slow / Swing / Urban / OFF)
		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	
		Flash	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Slow Sync./Red-eye Reduction, Forced Off 0.6 - 5.3m (Wide/ISO Auto), 1.0 - 2.9m (Tele/ISO Auto)
			Media	Recording Media
	Built-in-Memory	Approx. 50MB		
	Audio	Microphone / Speaker	Mono / Yes	
	Interface	Interface	AV Output(NTSC/PAL), HD AV Output(component), USB2.0 High speed, DC Input	
	Power	Power	ID-Security Li-ion Battery Pack (3.6V, 895mAh) (Included) AC Adaptor (Input: 110-240V AC) (Optional)	
		Battery life (approx.)	330 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

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