

For Immediate Release

The Creative HD Hybrid from the LUMIX G Micro System

The DMC-GH1 – With D-SLR Photo Quality and Full-HD Movies

Putrajaya, 29 July 2009 – Panasonic today introduced the LUMIX DMC-GH1 as a new member of the LUMIX G Micro System of new generation interchangeable lens system cameras. Fully compliant with the Micro Four Thirds System standard, the LUMIX G Micro System combines a downsized body with advanced functions that achieve both easy operation and comfort.

The new DMC-GH1 is called a CREATIVE HD HYBRID because it records not only high-quality photos but also high definition 1080/24p or smooth 720/60p HD (High Definition) movies in AVCHD* format. Continuous AF can be used while recording movies, to further boost operating ease. Taking advantage of its system camera design, the DMC-GH1 features the potential for unlimited photo expression by allowing the use of different lenses for specific shooting situations and subjects. 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.

Supporting the DMC-GH1's powerful full-HD movie recording function is a newly developed 12.1-megapixel high-speed Live MOS sensor and the Venus Engine HD image processor, which features two CPUs for outstanding processing capability. The new LUMIX G VARIO HD 14-140mm/F4.0-5.8 ASPH./MEGA O.I.S., which is a versatile 10x zoom interchangeable lens, was designed for movie recording by including a silent and continuous auto focusing function and seamless aperture adjustment.

The DMC-GH1 also features D-SLR photo quality. Its newly developed Live MOS sensor renders images with minimal noise even when using high ISO sensitivity. The multi-aspect ratio function of the sensor allows photos to be taken using a 4:3, 3:2 or 16:9 aspect ratio, all with the same angle of view.

In addition to its high levels of performance for both photos and movies, the DMC-GH1 incorporates the iA (Intelligent Auto) mode,** a hallmark of LUMIX cameras that now includes Face Recognition,*** a function that "remembers" faces once the faces are registered. When a familiar face appears in the frame, the camera will prioritize the focus and exposure to capture it beautifully. This clever function makes it easy to get sharp and clear photos of special subjects in a group of people. iA mode is also available in movie recording. It automatically selects the most suitable scene mode and helps to correct hand-shake, focus and brightness problems -- making it a one-stop solution for capturing beautiful photos and movies.*

Operating ease is an important element of the LUMIX G Micro System identity, and it is highly evident in the DMC-GH1. For example, the external design of the DMC-GH1 helps to prevent missed shooting opportunities for both photo and movie recording. To start recording a movie during shooting photos, the user simply presses a special, separate movie recording button. Most of the settings used for photo shooting carry over to movie recording without requiring any additional setting.

A choice of body colors also makes the DMC-GH1 highly attractive. Users can select authentic black, active red (which was very popular in the DMC-G1), or glamorous gold -- and all three colors have a special textured finish.

Panasonic hopes to bring the fun of both photos and movies to as many people as possible with the LUMIX DMC-GH1, an unprecedented system camera that satisfies even the needs of professionals and advanced amateurs while offering easy operation for entry-level users.

*Full-HD (1920 x 1080) movies are output by the image sensor at 24p (NTSC)/25p (PAL), and recorded at 60i (NTSC)/50i (PAL). HD (1280 x 720) movies are output and recorded by the image sensor at 60p (NTSC)/50p (PAL).

** Some functions in iA mode will not be available depending on the lens that is mounted.

***Turn the Face Recognition item ON from the shooting menu and register the person with a full-face portrait in advance. 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 vary greatly. When facial characteristics are similar, particularly between parents and their children, or between brothers and sisters, the camera may not distinguish the faces.

1. Technological advantages for 1080/24p full-HD movie recording in the AVCHD format

The LUMIX DMC-GH1 is an advanced photographic tool for recording not only great photos but also beautiful full-HD movies. In addition to Motion JPEG images, the DMC-GH1 can record high-resolution full-HD 1920 x 1080 movies at 24 fps or smooth HD 1280 x 720 movies at 60 fps in AVCHD (MPEG-4/H.264)* format. The AVCHD format features almost twice the recording time in HD quality than the conventional Motion JPEG. A special, separate button on the back lets the user instantly start recording movies while shooting photos without any having to make any extra settings. There are always two options to record spur-of-the-moment scenes -- high-quality photos or movies. The user can simply choose the one that saves precious memories most beautifully.

The LUMIX G VARIO HD 14-140mm/F4.0-5.8 ASPH./MEGA O.I.S. kit lens boasts a focal length of 28-280mm (35mm camera equivalent) and supports the continuous AF function of the contrast AF system for both photos and movies. Panasonic considers this function to be indispensable for movie recording from a practical point of view. This lens is also designed for movie recording use by minimizing the mechanical sound generated by the continuous AF/AE action.

The newly developed 12.1-megapixel 4/3-type Live MOS sensor is capable of high-speed 4-channel readout to support full-HD movie recording. This sensor is also advantageous for photo recording with a high S/N thanks to a new circuit structure that is totally unaffected by the noise generated in each of the circuits. It results in clear pictures even when taken at high ISO sensitivity. The sensor also images to be taken at three aspect ratios – 4:3, 3:2 and 16:9 – with same angle of view.

The LUMIX DMC-GH1 also features the Venus Engine HD image processor. The two CPUs in this imaging engine dramatically speed up processing while achieving exceptional noise reduction performance. The Venus Engine HD's excellent energy efficiency supports long-time AVCHD movie recording, and allows the output of both images and sounds via HDMI.

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2. In addition to recording HD movies— a host of options enhance creativity

The LUMIX DMC-GH1 concept goes much further than simply recording HD movies. Apart from the movie recording capability of conventional digital cameras, the DMC-GH1 also features a Creative Movie mode, which lets the user set the shutter speed and aperture manually to make even more impressive movies. Changing the shutter speed brings special effects to movies, which is especially suitable for shooting fast-moving subject. The ability to control the aperture is convenient when there are several subjects at different distances and it is desired to have each of them stand out. Creative Movie mode gives the user a wider range of expressive possibilities to explore.

The movies also come with the high-quality stereo sound of Dolby® Digital Stereo Creator, the global standard for superior audio recording. For more creative sound recording, an optional stereo microphone (DMW-MS1) is available. And a Wind Cut function blocks out most of the noise from background wind even on breezy days.

3. iA (Intelligent Auto) mode operates for both photos and movies

While featuring a host of creative options to enhance both photo and movie recording, the LUMIX DMC-GH1 also includes the iA (Intelligent Auto) mode that Panasonic developed to give LUMIX cameras the ultimate in operating ease and to reduce shooting mistakes. In iA mode the camera does all the work, leaving the user free to compose shots and capture the moment. All the user has to do is aim and shoot even in situations that normally require complicated settings.

For photo shooting, the DMC-GH1 further advances this mode with the inclusion of Face Recognition, an advanced Face Detection function that recognizes faces that the user has registered prior to shooting. Once a face is registered, this function will recognize it whenever it appears in the frame. The camera will then display the name that was specified for the person and prioritize the focus and exposure so that the registered face is bright and in sharp focus.

In addition to the advanced functions mentioned above, the iA mode inherits the fundamental functions that users need in a good digital still camera. These include MEGA O.I.S., which helps prevent blurring from hand-shake, and Intelligent ISO Control, which reduces motion blur by adjusting the ISO sensitivity if the subject moves as the shot is taken. AF Tracking is also available, which lets the DMC-GH1 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. 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. Intelligent Scene Selector automatically detects the five most common shooting situations -- Portrait, Night Portrait, Scenery, Night Scenery and Close-up and switches to the appropriate Scene mode.

The LUMIX DMC-GH1 now makes the popular iA mode available for movie recording. The Optical Image Stabilizer (O.I.S.) helps prevent blurring from hand-shake when using the high-powered zoom. Face Detection automatically detects a face in the frame and adjusts the focus, exposure, contrast, and skin complexion to record it beautifully. Intelligent Exposure continually checks the ambient light level and adjusts the exposure setting as conditions change, to prevent blown highlights and blocked shadows. And Intelligent Scene Selector automatically switches between Normal, Portrait, Close-up, Scenery, and Low Light modes according to the situation to optimize visual quality.

* Some functions in iA mode will not be available depending on the lens that is mounted.

**Turn the Face Recognition item ON from the shooting menu and register the person with a full-face portrait in advance. 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 vary greatly. When facial characteristics are similar, particularly between parents and their children, or between brothers and sisters, the camera may not distinguish the faces.

4. The LUMIX G Micro System identity

With the LUMIX DMC-GH1, Panasonic has developed an entirely new concept in digital cameras that comply with the Micro Four Thirds System standard by taking even greater advantage of the compactness and light weight that are made possible by eliminating the mirror box. By increasing the number of electrical contacts between the camera body and the lens, the camera's expandability is also dramatically increased to maximize future potential.

The LUMIX G Micro System's 1,440,000-dot equivalent Live View Finder retains the outstanding view ability of an optical viewfinder and can also display information about camera settings that the user can see without taking his or her eye from the subject. A clever built-in eye sensor automatically switches on the viewfinder when the user looks into it, then switches it off and turns on the free-angle 3.0-inch large 460,000-dot high-resolution LCD (which boasts a wide viewing angle) when the user looks away from the viewfinder.

The 60-frames-per-second Live View is made possible by the Live MOS sensor, which takes signals directly from the image sensor and sends them continuously to the LCD, in real time. Both the Live View Finder and LCD provide a 100% field of view. This allows the user, when composing a shot, to check the framing accurately from corner to corner.

The contrast AF system adopted by the LUMIX DMC-GH1 is not only accurate and easy to use, but also very fast. Users can choose from a wide range of AF modes, including multiple-area AF with up to 23 focus areas, 1-area AF with a selectable focus area, Face Detection, and AF Tracking.

To deal with dust and other foreign matter entering the body when changing lenses, a Supersonic Wave Filter is built in as part of a Dust Reduction System designed to prevent matter from adhering to the image sensor.

5. Other options to enhance the fun of photography

The wide range of options available for the LUMIX DMC-GH1 let users customize and personalize their camera. An option for photo shooting lets the DMC-GH1 reproduce a square image with a 1:1 aspect ratio in addition to the 4:3, 3:2 and 16:9 multi-aspect ratios.

My Color mode, which was popular in the DMC-G1, is a special option that gives free reign to the user's creativity. In My Color mode, the color, brightness and saturation parameters can be freely adjusted while checking the Full-time Live View image to see how the adjustments affect the picture. This makes it easier and more fun to create interesting, expressive images. The user can adjust the settings that best suit the shooting conditions and his or her expressive intent, for greater photographic control.

The DMC-GH1 also offers a Playback mode that allows the user to play 'only still images,' 'only motion images,' or 'both'. When choosing to play 'only motion images,' it is even possible to play AVCHD and Motion JPEG videos separately. Photos and movies can also be played back together with an attractive seamless effect and background music in the LUMIX DMC-GH1's new Slideshow mode that takes advantage of its large, high-resolution LCD. Using an optional mini HDMI cable, slideshows can be shared in stunning HD video and audio quality on an HDTV with family and friends.

6. HD photos and HD movies with VIERA Link networking

Both still images and AVCHD-format motion images recorded on SD Memory Cards are easy to view on a Panasonic VIERA TV with dynamic full-HD resolution. The user simply inserts the card into the VIERA Image Viewer (SDHC/SD card slot) on a VIERA TV or DIGA Blu-ray Disc Player to play the content. Alternatively, an optional mini HDMI cable can be used to output still and motion images recorded with the LUMIX DMC-GH1 directly to the TV for easy VIERA Link operation. This makes it possible to take maximum advantage of the camera's playback functions, including slideshows in which both still and motion images are played sequentially, or calendar displays and so on. Operation using only TV's remote controller is super-easy.

7. Rich options for expandability

In addition to LUMIX G lenses, the LUMIX DMC-GH1 and LUMIX G Micro System can use any interchangeable lens that complies with the Four Thirds standard via an optional mount adapter.* This gives the user access to the entire range of Four Thirds lenses. And a stream of new Micro Four Thirds lenses will be announced in the future, providing a large, diverse line of high-performance lenses for the user's photographic toolbox. With the LUMIX G Micro System and the growing assortment of lenses becoming available, the expressive possibilities are unlimited. The LUMIX DMC-GH1 system camera offers a wide variety of options to choose from to match every shooting situation and shooting style.

- External Flash: DMW-FL220(GN22) / DMW-FL360(GN36) / DMW-FL500(GN50)
- PL Filter: DMW-LPL62
- ND Filter: DMW-LND62 NEW
- MC Protector: DMW-LMCH62
- Mount Adapter: DMW-MA1
- Stereo Microphone: DMW-MS1 NEW
- Battery Pack: DMW-BLB13
- Soft Case: DMW-CG2 NEW
- Soft Bag: DMW-BAG1
- Shoulder Strap (Stylish) DMW-SSTG1-A/C/R/K* *NEW
- Shoulder Strap (Woven) DMW-SSTG2-W
- Shoulder Strap (Leather) DMW-SSTG3-T
- Remote Shutter: DMW-RSL1

*Some functions on the DMC-GH1 are not available depending on the lens that is mounted.

DMC-GH1 Specifications

K-Black, R-Red, N-Gold : Actual Selling Price at RM 6,999.00

TYPE	Type		Digital interchangeable lens system camera		
	Recording media		SD memory card, SDHC memory card		
	Image sensor size		17.3 x 13.0 mm		
	Lens mount		Micro Four Thirds mount		
IMAGE SENSOR	Type		Live MOS Sensor		
	Total pixels		14.0 Megapixels		
	Camera effective pixels		12.1 Megapixels		
	Color filter		Primary color filter		
	Dust reduction system		Supersonic wave filter		
RECORDING SYSTEM	Recording file format		Still Image: JPEG(DCF, Exif 2.21), RAW, DPOF compatible		
			Still Image with Audio: JPEG(DCF, Exif 2.21) + Quicktime		
			Motion Image: AVCHD / QuickTime Motion JPEG		
	Aspect ratio		4:3, 3:2, 16:9, 1:1 (Multi-aspect recording except 1:1)		
	Image quality		RAW, RAW+Fine, RAW+Standard, Fine, Standard		
	Color space		sRGB, Adobe RGB		
	File size(Pixels)	Still Image	[4:3] 4000 x 3000(L), 2816 x 2112(M), 2048 x 1536(S)		
			[3:2] 4128 x 2752(L), 2928 x 1952(M), 2064 x 1376(S)		
			[16:9] 4352 x 2448(L), 3072 x 1728(M), 1920 x 1080(S)		
			[1:1] 2992 x 2992(L), 2112 x 2112(M), 1504 x 1504(S)		
		Motion Image	Motion JPEG	[4:3] QVGA : 320 x 240, 30fps / VGA : 640 x 480, 30fps	
				[16:9] WVGA : 848 x 480, 30fps	
				[HD] 1280 x 720, 30fps	
AVCHD			NTSC	[Full HD] 1920 x 1080, 60i (sensor output is 24fps)(FHD: 17Mbps)	
				[HD] 1280 x 720, 60p (SH: 17Mbps, H: 13Mbps, L: 9Mbps)	
			PAL	[Full HD] 1920 x 1080, 50i (sensor output is 25fps)(FHD: 17Mbps)	
[HD] 1280 x 720, 50p (SH: 17Mbps, H: 13Mbps, L: 9Mbps)					

VIEWFINDER	Type	Live View Finder (1,440,000 dots equivalent)
	Field of view	Approx. 100%
	Magnification	Approx. 1.4x / 0.7x (35mm camera equivalent) with 50mm lens at infinity; -1.0 m^{-1}
	Eye point	Approx. 17.5mm from eyepiece lens
	Diopter adjustment	$-4.0 \sim +4.0 \text{ m}^{-1}$
FOCUS	Type	Contrast AF system
	Focus mode	AFs/AFc/MF
	AF mode	Face detection/ AF Tracking / 23-area-focusing / 1-area-focusing
	AF detective range	EV 0-18 (F3.5 lens, ISO 100)
	AF assist lamp	YES
	AF lock	AF/AE LOCK button or Shutter button halfway pressed in AFs mode
	Others	Pre AF (Quick AF/Continuous AF), AF+MF, MF Assist (5x, 10x)
EXPOSURE CONTROL	Light metering system	144-zone multi-pattern sensing system
	Light metering mode	Intelligent Multiple / Center Weighted / Spot
	Metering range	EV 0-18 (F2.0 lens, ISO 100)
	Exposure mode	Program AE, Aperture Priority AE, Shutter Priority AE, Manual
	ISO sensitivity	Auto / 100 / 200 / 400 / 800 / 1600 / 3200 / Intelligent ISO
	Exposure compensation	1/3EV Step $\pm 3\text{EV}$
	AE lock	AF/AE LOCK button or Shutter button halfway pressed
	AE bracket	3,5,7 frame, in 1/3 or 2/3 EV Step, $\pm 2 \text{ EV}$
WHITE BALANCE	White balance	Auto / Daylight / Cloudy / Shade / Halogen / Flash / White Set 1,2 / Color temperature setting
	White balance adjustment	Blue/amber bias, Magenta/green bias
	Color temperature setting	2500-10000K in 100K
	White balance bracket	3 exposures in blue/amber axis or in magenta/green axis
SHUTTER	Type	Focal-plane shutter
	Shutter speed	Still Images: 1/4000 ~ 60 and Bulb (up to approx. 4minutes)
	Self timer	2sec / 10sec / 10sec, 3 images

	Remote control	Remote control with bulb function by DMW-RSL1 (Optional)
SCENE MODE	Still Image SCN mode	Portrait (Normal/Soft Skin/Outdoor/Indoor/Creative) / Scenery (Normal/Nature/Architecture/Creative) / Sports (Normal/Outdoor/Indoor/Creative) / Close-up (Flower/Food/Objects/Creative) / Night Portrait (Night Portrait/Night Scenery/Illuminations/Creative) / SCN (Sunset/Party/Baby 1,2/Pet)
	Movie SCN mode	Portrait / Scenery / Sports / Low Light / Close-up (Flower/Food/Objects/Macro) / SCN (Sunset/Party/Portrait) (Activated by selecting Still Image SCN mode then pressing Movie Button. Still Image SCN modes without corresponding Movie SCN mode is recorded in Normal mode.)
BURST SHOOTING	Burst speed	3 frames/sec (High speed) or 2 frames/sec (Low speed)
	Number of recordable images	7 images (when there are RAW files with the particular speed) Unlimited consecutive shooting (when there are no RAW files) (depending on memory card size, battery power, picture size, and compression)
BUILT-IN-FLASH	Type	TTL Built-in-Flash, GN11 equivalent (ISO 100 ·m), Built-in Pop-up
	Flash mode	Auto, Auto/Red-eye Reduction, Forced On, Forced On/Red-eye Reduction, Slow Sync., Slow Sync./Red-eye Reduction, Forced Off
	Synchronization speed	Less than 1/160 second
	Flash output adjustment	1/3EV Step ±2EV
	Flash synchronization	1st. Curtain Sync, 2nd Curtain Sync.
	Hot shoe	TTL Auto with FL220/FL360/FL500(Optional)
LCD MONITOR	Type	Low temperature Polycrystalline TFT LCD
	Monitor size	Free-angle 3.0inch / 3:2 Aspect / Wide viewing angle
	Pixels	460K dots
	Field of view	Approx. 100%
	Brightness adjustment	Auto, Power LCD, Manual (7 levels)
LIVE VIEW	Digital zoom	2x, 4x
	Extra optical zoom	Max.2x (Not effective with L size recording. Magnification ratio depends on the recording pixels and aspect ratio.)
	Other functions	Guide Lines (3 patterns)

		Real-time Histogram
FILM MODE	Color	Standard / Dynamic / Nature / Smooth / Nostalgic / Vibrant
	Black and white	Standard / Dynamic / Smooth
	Others	My Film1 / My Film2 / Multi Film
PLAYBACK	Playback mode	Normal playback, 30-thumbnail display, 12-thumbnail display, Calendar display, Zoomed playback (16x Max.), Slideshow (duration & effect is selectable), Playback Mode (Normal/Picture/AVCHD/Motion JPEG/Face Recognition/Favorite), Title Edit, Text Stamp, Resize, Trimming, Aspect Conversion, Rotate, Rotate Display, Print Set, Protect, Audio Dubbing
IMAGE PROTECTION / ERASE	Protection	Single / Multi or Cancel
	Erase	Single / Multi / All / Except Favorite
PRINT	Direct print	PictBridge compatible (Print size, Layout, Date setting is selectable)
INTERFACE	USB	USB 2.0 High Speed
	HDMI	miniHDMI TypeC (1.3a corresponding) Video: Auto / 1080i / 720p / 480p (576p in PAL system) Audio: Dolby® Digital Stereo Creator
	Audio video output	Stereo Type, NTSC/PAL, NTSC only for North America *Check the website of the Panasonic sales company in your country or region for details on the products that are available in your market.
	Remote/External microphone input	φ 2.5mm. stereo mini jack
	Microphone	Stereo, Wind-cut: on/off
	Speaker	YES
LANGUAGE	OSD language	English, German, French, Italian, Spanish, Polish, Czech, Hungarian, Russian, Chinese (Traditional), Chinese (Simplified), Dutch, Thai, Korean, Turkish, Portuguese, Arabic, Persian, Japanese, Swedish, Danish, Finnish *Check the website of the Panasonic sales company in your country or region for details on the OSD languages on the products that are available in your market
POWER	Battery	ID-Security Li-ion Battery Pack (7.2V, 1250mAh) (Included) Battery Charger/AC Adapter (Input: 110-240V AC, DC Cable is required)
	Battery life*	CIPA Standard : Approx. 300 images(LCD) LVF : Approx. 320 images with LUMIX G VARIO HD 14-140mm/F4.0-5.8 ASPH./MEGA O.I.S.
DIMENSIONS / WEIGHT	Dimensions (W x H x D)	124 x 89.6 x 45.2mm / 4.88 x 3.29 x 1.78 in

	Weight	Approx. 385g / 13.58 oz (Body only)
OPERATING ENVIRONMENT	Operating temperature	0°C to 40°C (32° F to 104°F)
	Operating humidity	10% to 80%
STANDARD ACCESSORIES	Software	PHOTOfunSTUDIO 3.1 HD Edition SILKYPIX® Developer Studio 3.0 SE USB Driver
	Standard accessories	Battery Charger/AC Adapter, Battery Pack, Body Cap, AV Cable, USB Connection Cable, AC Cable, DC Cable, Shoulder Strap, CD-ROM

* “AVCHD” and the “AVCHD” logo are trademarks of Panasonic Corporation and Sony Corporation. • AVCHD is a new standard for recording HD signals onto memory cards, DVD discs, and hard disks. It uses the H.264 standard to achieve more than twice the compression of conventional MPEG-2 and MPEG-4 standards. •AVCHD motion images recorded onto an SD Memory Card or a DVD disc cannot be played from a device that does not support the AVCHD standard. •Do not insert a disc containing AVCHD-recorded images into a device that does not support the AVCHD standard. The disc cannot be played on such a device, and it may not be possible to remove the disc once inserted.

*Lenses other than LUMIX G lenses cannot use the AF Tracking, AFc (Auto Focus Continuous) or Continuous AF functions. Also, when a lens that does not support the Contrast AF function is mounted, operation will automatically switch to manual focus. Confirm the operation information of compatible lenses at Customer support <http://panasonic.jp/support/global/cs/dsc> (English).

*The SDHC Memory Card can be used only if the SDHC logo is indicated on the equipment or in the operation manual. It cannot be used with equipment that supports only the SD Memory Card.

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*Some functions may not work when lenses other than the included lens are used. Please refer to Panasonic's website etc., for the latest information.

*Weight and dimensions shown are approximate.

*Design, functions, and specifications are subject to change without notice.

*Some accessories are not available in some countries.

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