

For Immediate Release

A New Micro FourThirds Digital Interchangeable Lens

LUMIX G VARIO HD 14-140mm/ F4.0-5.8 ASPH./ MEGA O.I.S.

With Silent Design for HD Movie Recording

Putrajaya, 29 July 2009 – Panasonic today unveiled a standard interchangeable zoom lens called the LUMIX G VARIO HD 14-140mm/F4.0-5.8 ASPH./MEGA O.I.S. as a new member of the LUMIX G Micro System. The new LUMIX G lens incorporates an inner focus direct-drive linear motor for focusing, which enables smooth, silent operation of its fast and accurate contrast AF system, for use in both photo and movie recording. Adopting the Micro Four Thirds System standard, the new lens offers a wide and long zoom range of 14-140mm (35mm camera equivalent: 28-280mm) to suit a large variety of shooting situations, from scenery to portraits or telephoto shots, in a surprisingly compact and lightweight body.

The new lens system uses four aspherical lenses and two ED lenses to achieve dramatic downsizing despite its powerful 10x optical zoom, while minimizing distortion and chromatic aberration. Panasonic's Mega O.I.S. (Optical Image Stabilizer) suppresses the blurring that is commonly caused by hand-shake, making it easy to shoot clear shots even at telephoto range or in dimly lit places without using a tripod.

When mounted on the DMC-GH1 Lumix G Micro System Camera, the new lens allows use of the advanced contrast AF system, which includes a Face Recognition function, for more convenient, more enjoyable shooting. Seven blades give the aperture a rounded shape that produces an attractively smooth effect in out-of-focus areas when shooting at larger aperture settings.

The new LUMIX G VARIO HD 14-140mm/F4.0-5.8 ASPH./MEGA O.I.S. lens also features a highly reliable metal mount, and uses multi-coated lens elements that minimize ghosts and flare to further enhance its optical performance.

LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. Specifications**Actual Selling Price at RM 3,999.00**

Lens Construction	17 elements in 13 groups (4 Aspherical lenses, 2 ED lenses)
Mount	Micro Four Thirds mount
Optical Image Stabilizer	YES
Focal Length	f=14mm to 140mm (35mm camera equivalent 28mm to 280mm)
Aperture Type	7 diaphragm blades / Circular aperture diaphragm
Aperture	F4.0(Wide) - F5.8(Tele)
Minimum Aperture	F22
Closest Focusing Distance	0.50m / 1.64ft at all focal lengths
Maximum magnification	Approx. 0.2x / 0.4x (35mm camera equivalent)
Diagonal Angle of View	75° (W) ~8.8° (T)
Filter Size	φ62mm / 2.44 in
Max. Diameter	φ70mm / 2.76 in
Overall Length	Approx. 84mm / 3.31 in (from the tip of the lens to the base side of the lens mount)
Weight	Approx. 460g / 16.23oz
Standard Accessories	Lens Cap, Lens Hood, Lens Rear Cap, Lens Storage Bag

*Four Thirds, Four Thirds Logo mark, Micro Four Thirds and Micro Four Thirds Logo mark are trademarks or registered trademarks of Olympus Imaging Corporation.

*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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