

For Immediate Release

**25mm Ultra-Wide-Angle* 5x Optical Zoom
LEICA DC VARIO-ELMARIT Lens
in Sleek, Super-Slim Profile
12.1-megapixel Lumix DMC-FX40 / FX48
Featuring Face Recognition in Advanced iA(Intelligent Auto) Mode**

*35mm film camera equivalent: 25-125mm

Panasonic is pleased to introduce the new Lumix 12.1-megapixel DMC-FX40 with astonishing 25mm ultra-wide-angle* LEICA DC lens and powerful 5x optical zoom (equivalent to 25mm to 125 mm on a 35mm film camera), which captures almost double the viewing space at the same shooting distance compared to ordinary 35mm cameras, resulting in remarkable images with unprecedented width and depth. The world-acclaimed FX series pursues high picture quality and unique features in an urbane, sophisticated profile to which the DMC-FX40 proudly joins.

Panasonic's iA (Intelligent Auto) mode -- a hallmark of Lumix cameras -- has been further advanced in the FX40. It now offers a Face Recognition feature, an advanced Face Recognition function that recognizes individual faces, making it a kind of personal verification system in a camera. The user can give auto focus and auto exposure priority to a single person in a group of people, ensuring that a loved one's face will be captured beautifully. Also, the AF tracking lets the camera keep the subject in focus and well-exposed even if it moves around. Once you enter iA mode, these functions happen automatically together with other powerful shooting-assist functions 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.

The newly developed Venus Engine V integrates these advanced functions and controls camera operation with high speed, high performance, and low power consumption. Despite its slim profile, the battery life is extended to astonishing 350 pictures (CIPA) so that you never have to worry about running out of the power in a day.

The DMC-FX40 can shoot high-definition 1280 x 720p motion images at 30 fps with outstanding detail. Using the DMW-HDC2 HD Component Cable (available separately), these motion images can be output directly to a TV for large-screen viewing.

Dressed in a panel with distinctive finish or texture according to its color, the sleek and slim DMC-FX40, a sophisticated camera full of futuristic functions, offers the desirable enjoyment of taking snapshots with a fantastic view and fun. The DMC-FX40 will be available in silver, black, pink, white, red and gold*.

*Availability of color varies depending on the sales area.

1. 25mm Ultra-Wide-Angle 5x Optical Zoom (25-125mm) F2.8 High-Quality Leica DC Lens and 12.1-Megapixel CCD

The 12.1-megapixel DMC-FX40 packages a 25mm Leica DC VARIO-ELMARIT high-quality lens with 5x optical zoom, offering F2.8 brightness*. Comprising 7 elements in 6 groups, including 4 aspherical lenses with 6 aspherical surfaces, this advanced lens unit passes Leica's stringent standards and delivers an exceptional optical performance. Notably, an unevenly thick concave meniscus EA(extra high refractive index aspherical) lens makes it possible to achieve the 25mm ultra-wide-angle high optical performance while keeping the lens unit thin and the body slim. The 25mm ultra-wide-angle lens records almost double the viewing space at the same shooting distance compared to ordinary 35mm cameras. Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 9.8x by using the center part of the CCD.

*35mm film camera equivalent: 25-125mm

2. Face Recognition Integrated in the Advanced Intelligent Auto mode

Panasonic incorporated the Intelligent Auto mode in pursuit of the ultimate ease of operation and the reduction of misshots. This mode is also further advanced with the inclusion of the Face Recognition feature for DMC-FX40. In iA mode the camera does all the work, activating AF tracking, Face Detection with Face Recognition, Mega O.I.S. (Optical Image Stabilizer), Intelligent ISO Control, Intelligent Scene Selector, and Intelligent Exposure. This leaves the user free to simply compose the shot and press the shutter button, with the assurance that the image will be clear, beautiful and properly exposed.

The DMC-FX40 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 that person and prioritize focus and exposure so that the registered face is bright and in sharp focus. During registration, you can change the icon that indicates when the registered subject is in focus. You can also specify the age of the

registered subject and have both the name and the age of the subject stamped onto your photos. When babies under 3 years-old are registered, the camera will automatically switch to Baby mode if the baby appears into the frame. In playback, you can choose to display only photos that contain a specific registered face using Category Playback. You can also view image slideshows of only a selected person. Face recognition makes sorting archiving incredibly easy. This advanced face detection system also digitally corrects unwanted red-eye during recording.

With AF Tracking, the DMC-FX40 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.

3. High performance, Multi-task Image Processing LSI, the Venus Engine V

The high-speed, high-performance Venus Engine has been re-engineered to reborn as the even powerful Venus Engine V. Apart from the conventional imaging engine, the Venus Engine V has twin CPUs to boast approx. 2.4x processing capability. In addition, this high performance LSI elevates the artificial intelligence of the camera, making it possible to "recognize" the human faces individually.

In the image processing, parallel noise reduction in both luminance signal and chromatic signal processing systems is performed. Then, the luminance noise is further two-dimensionally separated into high-frequency and low-frequency noises and only the low-frequency noise, which tends to be conspicuous, is eliminated without affecting the high-frequency noise that greatly influences resolution.

The multi-task image-processing engine Venus Engine V supports super-fast response time. The shutter release time lag is as short as approx. 0.007 second and the camera's quick response makes it easier to capture sudden, spur-of-the-moment photo opportunities. In burst shooting mode, the DMC-FX40 can snap approx. 2.3 shots per second at 12.1-megapixel large full resolution.* And in High-Speed Burst shooting mode,** it fires off an incredible approx. 10 shots per second**. You also get unlimited consecutive shooting which lets you keep shooting until the memory card is full***. Flash Burst mode makes it possible to take continuous shooting with continuous emission of flash****.

Despite its outstanding performance, the high performance engine is also superior in its energy efficiency by approx.16% compared with the conventional Venus Engine IV to extend the battery life up to 350 shots (CIPA) per a single charge.

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

** In speed priority mode. 3-megapixel (4:3), 2.5-megapixel (3:2), 2-megapixel (16:9) recording. (6 images in Picture Priority mode).

***The consecutive shooting speed varies with the memory card, image size, and image compression mode. The number of shots depends on the memory card size, battery life, image size and image compression mode.

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

4. Wide Viewing Angle 2.5-inch Large Intelligent LCD with 230,000-dot High Resolution for Easy Shooting and Playback

The DMC-FX40 incorporates an easy-to-see, large, 2.5-inch 230,000-dot high-resolution LCD. The Intelligent LCD function equipped in the FX40 detects the light condition and automatically boosts the LCD backlighting by Max. 40%. Detecting the lighting condition precisely and automatically controlling the brightness with a total of 11 fine steps, this function gives the display the most appropriate clarity in any situation without using extra energy. Together with the panel which boasts a wide viewing angle, it secures comfortable viewing while both monitoring shots and playing back the results in any circumstances.

Menus now look clearer and easier to navigate, even for seniors, thanks to the new Display Size option.

Thanks to the Venus Engine V, smooth image playback at very high speeds is now available approx.17x faster for thumbnail and approx. 4x for single image even the image resolution is as high as 12.1-megapixel.

5.Other Versatile Functions Add to the Fun

The new DMC-FX40 features a variety of functionalities to expand the convenience and fun for users to enjoy taking beautiful pictures. The new scene mode for shooting still images includes the Panorama Assist mode, which allows you to create powerful panoramic images - both vertically and horizontally. Simply align your shots according to a guide which overlaps the frame when you shoot, then use the included PanoramaMaker software to create your panorama images.

With the new Macro Zoom function, the user can pull subjects even closer than the closest point possible with the wide-angle setting by using 3x digital zoom, and capture dramatic close-ups.

About Included Software PHOTOfunSTUDIO 3.0

The latest version of exciting software PHOTOfunSTUDIO 3.0 comes bundled with DMC-FX40. The PHOTOfunSTUDIO 3.0 allows the user to edit or organize a collection of photos with more ease and fun. 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. 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 3.0, 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.

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

*Depending on background and facial expression, camera may not recognize a registered person. For family members with similar facial features, camera may not correctly identify the intended subject.

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

*The LEICA DC VARIO-ELMARIT 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-FX40 /FX48 Specifications

S-Silver, K-Black, P-Pink, N-Gold : Actual Selling Price at RM 1,299.

Metrics	Dimensions (W x H x D)	95.3 x 52.9 x 21.5 mm (3.75 x 2.08 x 0.85 in)	
	Weight	Approx. 128g (0.28 lb) Approx. 150g with Battery and SD Memory Card (0.33 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	F2.8 - 5.9 / Iris Diaphragm (F2.8 - 8 (W) / F5.9 - 8 (T))
		Optical Zoom	5x
		Focal Length	f=4.4-22.0mm (25-125mm in 35mm equiv.)
		Extra Optical Zoom (EZ)	6.1x (4:3 / 8M), 7.8x (4:3 / 5M), 9.8x (under 3M)
		Lens	LEICA DC VARIO-ELMARIT 7 elements in 6 groups (4 Aspherical Lenses / 6 Aspherical surfaces, 1 EA lens)
		Optical Image Stabilizer	MEGA O.I.S. (Auto / Mode1 / Mode2)
		Digital Zoom	4x (Max. 20.0 x combined with Optical Zoom without Extra Optical Zoom) (Max.39.2x combined with Extra Optical Zoom)
	Focus	Focusing Area	Normal: Wide 50cm/ Tele 100cm - infinity Macro / Intelligent AUTO : Wide 5cm / Tele 100cm - infinity
		Focus Range Display	Yes
		AF Assist Lamp	Yes
		Focus	Normal / Macro, Tracking (On / Off), Quick AF (On / Off)
	Shutter	AF Metering	Face / AF Tracking / Multi (11pt) / 1pt HS / 1pt / Spot
Shutter Speed		8-1/2000 sec (Selectable minimum shutter speed) Starry Sky Mode : 15, 30, 60sec.	
Recording	iA	Face Recognition	Photo
		Optical Image Stabilizer	Photo & Movie
		Intelligent ISO Control	Photo
		Face Detection	Photo
		Intelligent Scene Selector	Photo (Portrait, Scenery, Night Portrait, Night Scenery, Macro)
	Intelligent Exposure	Photo	
	AF Tracking	Photo	

File	Digital Red Eye Correction	Photo
	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]
	Mode Dial	Intelligent AUTO, Normal Picture, SCN, Motion Picture, Clipboard
Recording Modes	Still Picture 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 (Image Priority / Speed Priority), Flash Burst, Starry Sky, Fireworks, Beach, Snow, Aerial photo, Pinhole, Film Grain, Underwater
	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. 6.0 frames/sec (image priority) approx. 10 frames/sec (speed priority) (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)
Exposure Parameters	Unlimited consecutive shooting	1.8 frames/sec
	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)
Image Parameters	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
Image Parameters	Auto (AE) Bracketing	+/- 1/3 EV ~1EV step, 3 frames
	Light Metering	Intelligent Multiple
Image Parameters	ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
	Aspect Ratio	4:3 / 3:2 / 16:9
Image Parameters	Still Picture Recording	4:3 4000 x 3000(12M) / 3264 x 2448 (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 4000 x 2672(10.5M) / 3264 x 2176 (7M EZ) / 2560 x 1712 (4.5M EZ) / 2048 x 1360 (2.5M EZ) ----- 16:9 4000 x 2248(9M) / 3264 x 1840 (6M EZ) / 2560 x 1440 (3.5M EZ) / 1920 x 1080 (2M EZ)
	Image Quality	Fine / Standard
Others	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White Set White Balance Adjustment (± 10 steps, except for auto set)
	Quick Menu	Yes
Others	Color Mode	Standard, Natural, Vivid, Black & White, Sepia, Cool, Warm
	Still Image with Audio Recording	5 sec
Others	Audio Dubbing	Max. 10sec
	Real-time histogram	Yes
Others	Composition Guide line	Yes

		Auto Review	1sec, 2sec, Hold, Zoom	
		Easy Zoom / Zoom Resume	No / No	
		Macro Zoom	Yes	
		Orientation Detector	Yes	
		Scene Mode Help Screen	Yes	
		Self Timer	2sec / 10sec	
		Focus Icon Select	Yes (in Face Recognition only)	
Playback	Display	Playback Mode	Normal Playback, Slideshow, Category Playback, Favorites Playback	
		Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x	
		Calender Display / Dual-Image Playback	Yes / No	
		Set Favorites / Rotate Image	Yes / No	
		Playback Still Images with Audio	Yes	
		Playback Motion Picture	Yes	
		Slideshow Mode	All Still Images / Favorites / Category BGM Effect (Natural / Slow / Swing / Urban / OFF)	
		Show Histogram	Yes	
		Delete	Delete Image	Single / Multi / All / All except Favorites
	Edit	DPOF Print Setting / Set Protection	Yes / Yes	
		Resize / Trim / Aspect Conv. / Leveling	Yes / Yes / No / Yes	
		Copy / Title Edit / Text Stamp	Yes / Yes / Yes	
		PictBridge Support	Single / Multi / All / Favorites / DPOF	
Setup	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		
	Travel Date / World Time	Yes / Yes		
Others	Monitor	LCD Monitor	2.5" TFT Screen LCD Display (230K dots) Field of View : approx. 100%, Wide Viewing Angle 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 - 6.0m (Wide/ISO Auto), 1.0 - 2.8m (Tele/ISO Auto)	
		External Flash	-	
	Media	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card, MultiMediaCard* (*Still image only)	
		Built-in-Memory	approx. 40MB	
	Audio Interface	Microphone / Speaker	Mono / Yes	
		Interface	HD Component Output AV Output NTSC(NTSC, PAL), PAL(PAL) / USB2.0 High speed, DC Input (requires DC Coupler DMW-DCC4*) *Optional	
	Power	Power	ID-Security Li-ion Battery Pack (3.6V, 940mAh) (Included) AC Adaptor DMW-ACC5* (Input: 110-240V AC)	

Standard Package		via DC Coupler DMW-DCC4* *Optional
	Battery life (approx.)	350 pictures (CIPA Standard)*
	Included Software	PHOTOfunSTUDIO v3.0 ArcSoft (MediaImpression / Panorama Maker) USB Driver, QuickTime
	Standard Accessories	Battery Charger, Battery Pack, Battery Case AV Cable, USB Connection Cable, AC Cable Hand Strap, CD-ROM

*Based on the CIPA standard. Shooting conditions: 23°C with 50% humidity; LCD on; using SD Memory Card; starting to shoot 30 seconds after turning on the power; shooting once every 30 seconds with the flash in full operation for every other shot; changing the zoom setting from telephoto to wide, or wide to telephoto, for each shot; and temporarily turning the power off after each 10 shots (long enough to lower the battery temperature).

*The number of recordable pictures decreases in Auto Power LCD mode or Power LCD mode.

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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