

For Immediate Release

Introducing New Lumix Marine Case

Kuala Lumpur, 2 July 2009 – Panasonic is launching a new range of marine cases for Lumix camera models TZ7 and FT1. The TZ7 model comes with superior high zoom feature and FT1 model is designed with tough features suitable for outdoor sports and travelling. Outdoor sports enthusiasts especially snorkelers and divers can now record their underwater experience in high quality photos and high definition videos.

Photography is all about capturing moments and subjects that one can treasure and share with family and friends on their experiences and the places they have visited. Photography can be taken on both land and underwater.

Since the launch of our previous Lumix models with marine cases we have been promoting strongly on our underwater camera models. With the launch of our two new models, outdoor sports enthusiasts can try and explore the wonders of outdoor adventures especially marine life.

Underwater marine life is diverse and portrays myriad vivid colors. Through Leica lens and Panasonic black box technology it creates new opportunities for capturing equally vibrant underwater photos as those taken on land.

Underwater imaging is considered a challenging area of photography. It requires specialized equipment like the marine cases and various techniques for capturing photos. Despite these challenges it offers the possibility of many exciting and rare photographic opportunities such as marine life and the underwater landscape.

“Malaysia is a beautiful country with mountains and surrounded by beautiful islands. With our new marine cases and cameras, I strongly encourage consumers to use the appropriate cameras to record their outdoor activities and memories. We hope to see more people interested in underwater photography and share the beauty of underwater world to raise awareness on preserving Mother Nature”, said Mr Kenji Onishi, Associate Director of Panasonic Malaysia Sdn Bhd

Photography equipments such as Marine Case and Panasonic camera model TZ7 and FT1 for good photo and video recording can be obtained at:

- 1) Diver Channel – Klang, Selangor
Mobile: +6013-2731737 / 6012-2909012

- 2) Scuba Dynamics - Sri Hartamas, Kuala Lumpur
Tel: +603-23001489

- 3) Dive Station - Mid Valley, Kuala Lumpur
Tel: +603-22821948

- 4) Scuba Symphony – Damansara, Selangor
Mobile: +6012-3117197

- 5) Planet Scuba – Bangsar, Kuala Lumpur
Tel: +603-22872822

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 Centre at 03-5543 7600.

For photos and press releases, please download from www.pmpressroom.com

Media Contact:

Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Product Contact:

Alex Chong
Manager, Digital Imaging Department
Tel: 03 7809 7658 Fax: 03 7955 2848 Mobile: 019 280 8924
Email: yiwofei.chong@my.panasonic.com

###

Backgrounder**Marine case specifications:**

DMW-MCTZ7E	150mm(W) x 94mm(H) x 93mm(D)
DMW-MCFT1E	140mm(W) x 95mm(H) x 64mm(D)
DMW-MCFX40E	134mm(W) x 85mm(H) x 69mm(D)

Actual Selling Price:

DMW-MCTZ7E	RM999
DMW-MCFT1E	RM999
DMW-MCFX40E	RM999

Depth of marine case:

DMW-MCTZ7E	40meter/130ft
DMW-MCFT1E	40meter/130ft
DMW-MCFX40E	40meter/130ft

Durability of marine case:

DMW-MCTZ7E	0° to 40°/32F to 104F
DMW-MCFT1E	0° to 40°/32F to 104F
DMW-MCFX40E	0° to 40°/32F to 104F

Backgrounder

LUMIX Camera Features:

DMC-TZ7:

- 10.1MP
- 12x zoom
- 3.0" LCD Screen
- Leica DC Lens
- AVCHD Lite movie recording
- 25mm wide angle lens
- iA
- Made in Japan
- Colors available: Black(K), Silver(S), Brown(T)

DMC-FT1

- 12.1MP
- 4.6x zoom
- 2.7" LCD Screen
- Leica DC Lens
- AVCHD Lite movie recording
- 28mm wide angle lens
- iA
- Made in Japan
- Colors available: Silver(S), Orange(D), Green(G)

DMC-FX48

- 12.1MP
- 5x zoom
- 2.5" LCD Screen
- Leica DC Lens
- HD Movie
- 25mm wide angle lens
- iA
- Made in Japan
- Colors available: Black(K), Silver(S), Pink(P), Gold(N)

DMC-LX3

- 10.1MP
- 2.5x zoom
- 3.0" LCD Screen
- Leica DC Lens
- HD Movie
- 24mm wide angle
- iA