

**25mm Ultra-Wide-Angle* 5x Optical Zoom LEICA DC Lens
12.1-megapixel Lumix DMC-FX550 /FX580 with Touch-Screen Interface
Featuring Face Recognition in Advanced iA(Intelligent Auto) Mode**

***35mm film camera equivalent: 25-125mm**

Panasonic is pleased to announce a new touch-screen interface model for its Lumix slim and stylish FX series as a successor to the DMC-FX500. The new DMC-FX550 features a 25mm ultra-wide angle Leica DC lens with 5x optical zoom while increasing the recording image size from 10.1-megapixel to 12.1-megapixel. Popular touch-screen operation on a large, 3.0-inch LCD brings great enjoyment to the digital photography and enables easy manual operation.

Panasonic's iA (Intelligent Auto) mode -- a hallmark of Lumix cameras -- has been further advanced in the DMC-FX550. 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 enhanced hybrid control system in the DMC-FX550 combines cursor key control with touch-screen operation allows the photographer to enjoy more smooth and intuitive operation. Users can make basic settings directly with the cursor key while they can make extensive adjustments intuitively by touching or moving the slider on the screen.

The newly developed Venus Engine V boasts approx.2.4 times processing speed with its two CPUs. It controls the image processing and operation even elevating the artificial intelligence of the camera at lower power consumption.

The advanced DMC-FX550 combines a futuristic control system with a host of basic specifications and even manual control to please a wide range of users while a variety of advanced functions enrich the camera's potential and user experience.

. Dressed in the aluminum panels having a hairline curve on the front, the new model is available in silver, black and gold.*

*Availability of models and colors may vary 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-FX550 packages a ultra-wide 25mm Leica DC VARIO-ELMARIT high-quality lens with 5x optical zoom (equivalent to 25-125mm on a 35mm film camera), 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, 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. The DMC-FX550 also has an Easy Zoom feature that, at the touch of a button, shifts the lens instantly to full 5.0x zoom power. A second touch of the button activates the Extra Optical Zoom function and extends zoom all the way to 9.8x.**

The iris diaphragm allows the users to adjust aperture at fine steps manually.

*35mm film camera equivalent: 25-125mm

**When the picture size is set to 3 megapixels or larger, the photo is automatically resized to 3 megapixels. When the lens is shifted back to the wide-end, the picture size is set to the original size automatically. The original size is maintained for photos smaller than 3 megapixels.

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-FX550.

The DMC-FX550 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-FX550 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. And the Intelligent Scene Selector automatically detects common shooting situations and switches to the appropriate scene mode and automatically turns backlight compensation on when necessary.

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.

3. Intuitive Manual Operation with 3.0-inch Large Touch Screen Interface

The DMC-FX550 incorporates a 3.0-inch large touch-screen interface to achieve amazing ease in both shooting and playing back the images. Panasonic proposes a hybrid operation system combining the new touch-screen interface and the conventional operation system with cursor key for more quick and intuitive control, by taking advantage of both operation systems. Basic settings can be directly controlled by the cursor key, and others extensive ones are finely adjusted by touch or by moving a slider on the screen with the finger or an included stylus-pen. Users can set the auto focus and exposure at the desired part of the frame by simply touching the subject at that part while recording. In manual exposure mode, aperture and shutter speed can be adjusted by moving the slider. You can also make fine adjustment of white balance and color temperature with the touch screen. In playback mode, even a large, high resolution images can be comfortably played back with a touch scroll. The Easy Organization menu is provided to simplify image organizing. The user can quickly select an image to view by scrolling the thumbnails located below the main window, and then edit the image by resizing, trimming and inputting the text title of the picture. You can also flag the desired image as your favorites or delete them in one menu interface.

This touch-screen interface features a high-resolution Intelligent LCD which automatically controls the brightness at a total of 11 fine steps by detecting the surrounding lighting condition. This function gives the display the most appropriate clarity in any situation.

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.

4. 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 speed. 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-FX550 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.

5. Exciting Options to Expand the Fun of Photography in the High-Definition Era

All Lumix cameras can take 1920x1080 pixel HD (high-definition) quality photos that perfectly fit a wide-screen (16:9) HDTV for full-screen viewing. The new DMC-FX550 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-FX550 by simply connecting the camera to a TV via an optional component cable (DMW-HDC2).

*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.

6. Other Versatile Functions Add to the Fun

The new DMC-FX550 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-FX550. 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-FX550 Specifications

S-Silver, K-Black, N-Gold : Actual Selling Price at RM 1,499.

Metrics	Dimensions (W x H x D)	94.9 x 57.1 x 21.9 mm (3.74 x 2.25 x 0.86 in)	
	Weight	Approx. 145g (0.32 lb) Approx. 167g with Battery and SD Memory Card (0.37 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.39.1x 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, Touch AF/AE Tracking (On / Off), Quick AF (On / Off)
	Shutter	AF Metering	Face / Touch AF/AE Tracking / Multi (11pt) / 1pt HS / 1pt / Spot
Shutter Speed		60-1/2000 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 (Low / Medium / Strong / OFF)	
	AF Tracking	Photo	
	Digital Red Eye Correction	Photo	
	File	File Format	Still Image: JPEG (DCF / Exif2.21) Image with Audio: JPEG (DCF / Exif2.21) + QuickTime Motion picture: QuickTime Motion JPEG
	Interface Recording Modes	Mode Switch	[Recording] / [Playback]
Mode Button		Intelligent AUTO, MySCN, SCN, Motion Picture, P(Program) mode, A(AperturePriority) mode, S(Shutter Priority) mode, M(Manual) mode	
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	
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)	
	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)
Exposure Parameters		16:9 WVGA: 848 x 480 pixels, 30 fps (Motion JPEG) HD Movie 1280x720, 30fps (Motion JPEG)
	Exposure	Program AE, Aperture Priority AE, Shutter Priority AE, Manual
	Exposure Compensation	1/3 EV step, +/-2 EV
	Auto (AE) Bracketing	+/- 1/3 EV ~1EV step, 3 frames
	Color Bracketing	Standard / Black & White / Sepia (3 images)
	Light Metering	Intelligent Multiple/ Center Weighted/ Spot
	ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
Image Parameters	Max Auto ISO Setting	Yes
	Aspect Ratio	4:3 / 3:2 / 16:9
Others	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
	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White Set / Color Temperature White Balance Adjustment (2-axis adjustable, ±9steps each, Blue/Amber and Magenta/Green bias)
	Quick Menu	Yes
	Color Effect	Black & White, Sepia, Cool, Warm
	Picture Adjustment	Contrast ±2steps Sharpness ±2steps Saturation ±2steps Noise Reduction ±2steps
	Still Image with Audio Recording	5 sec
	Audio Dubbing	Max. 10sec
	Flip Animation	-
	Real-time histogram	Yes
Composition Guide line	Yes	
Auto Review	1sec, 2sec, Hold, Zoom	
Easy Zoom / Zoom Resume	Yes / 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, Easy Organization, Thumbnails, Calendar Display, Slideshow, Category Playback, Favorites Playback, Dual-Image Playback
	Easy Organization	Set Favorites / Delete / Edit (Resize / Trimming / Leveling / Title Edit / Text Stamp / Protect)
	Touch Zoom	Yes
	Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
	Calendar Display / Dual-Image Playback	Yes / Yes
	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
		Show Highlights	Yes
Delete Edit		Delete Image	Single / Multi / All / All except Favorites
		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
		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	3.0" TFT Touch Screen LCD Display (230K dots) Field of View : approx. 100%, Wide Viewing Angle AUTO Power LCD mode, Power LCD mode
		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)
	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) via DC Coupler DMW-DCC4* *Optional
		Battery life (approx.)	350 pictures (CIPA Standard)*
	Standard Package	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, Touch Pen

*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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