

Digital Still Camera

DMC-LS85

**8.1-Megapixel LUMIX DMC-LS85 Powered by AA Batteries  
with 4x Optical Zoom Bright F2.8 Lens\*  
Featuring Advanced Intelligent Auto Mode for Ultimate Ease of Operation**

**\*35mm film camera equivalent: 33-132mm**

Panasonic is pleased to introduce the new 8.1-megapixel DMC-LS85 camera that runs on AA batteries featuring ultimate ease of use with iA(Intelligent Auto) mode as a successor to the LS80. Apart from conventional AA battery operation cameras, DMC-LS85 boasts powerful 4x optical zoom and bright F2.8 high quality LUMIX DC VARIO lens (equivalent to 33mm to 132 mm on a 35mm film camera).

The iA(Intelligent Auto) mode, which comprises various shooting-assist functions, has been newly incorporated in the LS85. This mode comprises of four major functions, Mega O.I.S., Intelligent ISO Control, Intelligent Scene Selector and Face Detection. Mega O.I.S. suppresses hand-shake and Intelligent ISO Control prevents motion blur. The Intelligent Scene Selector sets the appropriate scene mode by automatically selecting it from the most frequently used scene modes, such as Portrait, Scenery, Macro, Night Portrait and Night Scenery. The Face Detection system detects human faces to set the focus and appropriate exposure for them automatically. Also, the Quick AF system allows the camera to keep focus on the subject even without pressing the shutter button halfway down, to get best result out of a shutter chance by minimizing the AF time. Once you enter iA mode by just pressing an dedicated button on top of the camera, these multi-capable functions happen automatically. So you can shoot without bothering to adjust the 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 DMC-LS85 incorporates a 2.5-inch large LCD featuring 230,000-dot high resolution and Intelligent LCD function, which detects the lighting condition and controls the brightness level of the LCD in 11 fine steps, to offer a display with the most appropriate clarity in any situation. Slideshows of captured images now offer a music effect that matches the mood so you can enjoy watching or showing your pictures with emotional impact with the newly added speaker. Also, motion picture can now be recorded with audio with the microphone.

Dressed in the metal-finished panel, the compact and easy-to-hold DMC-LS85 offer an ultimate ease in taking great snapshots casually especially for beginners. The DMC-LS85 will be available in silver.\*

\*Availability of models and colors may vary depending on the sales area.

**1. Great Photography Is Not Only from Professional Photographers Anymore -- Intelligent Auto Mode**

Panasonic continues pursuing the ideal that anyone even at entry level of photography should be able to take beautiful pictures with ease, by incorporating the iA(Intelligent Auto) mode to reduce mis-shots. As the

industry's most advanced countermeasures against blurring, MEGA O.I.S. (Optical Image Stabilizer) to compensate for hand-shake and Intelligent ISO Control to detect and suppress motion blur are built into the LS85. Both image stabilizing technologies have been further advanced in detection accuracy and correction effect thanks to the new image-processing LSI, Venus Engine IV.

In addition to these two paramount anti-blurring technologies, the Face Detection system helps the camera to recognize human faces and to focus and set the exposure automatically. Up to 15 faces can be recognized simultaneously. Plus, the Intelligent Scene Selector automatically sets the appropriate scene mode according to the scene you're going to take from among the most frequently used scene modes, such as Portrait, Scenery, Macro, Night Scenery and Night Portrait mode. It now features an automatic backlight compensation function that activates whenever the camera detects that the light source is behind the subject. The Quick AF system allows the camera to keep focus on the subject while the camera is in recording mode even before pressing the shutter button halfway down, to get best result out of a shutter chance because the focus is always near the subject and the AF time is minimized.

The newly added independent iA button on top of the camera lets the iA mode enter directly. Once you enter iA mode, this multi-capable function activates automatically so you can shoot without bothering to adjust the 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.

## **2. Powerful Basic Performance Generated by High Quality Components and Image Processing LSI Venus Engine IV**

The 8.1-megapixel DMC-LS85 packages a bright F2.8 Lumix DC Vario lens with 4x optical zoom(33-132mm\*) into a slim, compact body. Comprising 6 elements in 5 groups, including 3 aspherical lenses with 4 aspherical surfaces, this advanced lens unit realizes the compact body yet delivering an exceptional optical performance. Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 6.4x(211mm\*) by using the centre part of the CCD.

The image-processing LSI, Venus Engine IV, features advanced signal processing technology for rendering high quality images.

The multi-task image-processing engine Venus Engine IV supports a super-fast response time. The shutter release time lag is as short as 0.007 second. The camera's quick response makes it easier to capture sudden, spur-of-the-moment photo opportunities. In burst shooting mode, the LS85 can snap 3.0 shots per second at full resolution.\*\* And in High-Speed Burst shooting mode,\*\*\* it fires off an incredible 4.5 shots per second. You also get unlimited consecutive shooting,\*\*\*\* which lets you keep shooting until the memory card is full. The Venus Engine IV also supports a High Sensitivity mode that lets the DMC-LS85 record at a setting of up to ISO 6400, sensitive enough to capture subjects in near-total darkness without using a flash.\*\*\*

\*35mm film camera equivalent.

\*\*Max. 7 images in standard mode/ 4 images in fine mode.

\*\*\* In 3-megapixel(4:3), 2.5-megapixel(3:2), 2-megapixel(16:9) recording

\*\*\*\*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.

### **3. Advanced 2.5-inch Large Intelligent LCD with 230,000-dot High Resolution for Easy Shooting and Playback and Customizable Font Size**

The DMC-LS85 incorporates an easy-to-see, large 230,000-dot high-resolution LCD for comfortable viewing while both monitoring shots and playing back the results. The Intelligent LCD function detects the light condition and automatically boosts the LCD backlighting by max. 40% when shooting outdoors in bright sunshine, and adjusts the frame rate when shooting in low-lit situations. This is in addition to using the pixel mixed readout method to secure clarity in such situations. 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. The High Angle mode makes the LCD screen extremely easy to view when the camera is held high, such as when shooting over a crowd.

Menus are now easier to navigate, even for seniors, thanks to the new "Display Size" option, which is set to "Large" by default.

### **4. Exciting Options to Expand the Fun of Photography**

The Lumix camera further offers wide variety of options to expand fun of photography. DMC-LS85 provides slideshows complete with music. Just select the pictures you want to show and choose the mood that best matches your selection from natural, slow, urban or swing, and you'll get an emotion-filled slideshow with a variety of slide change effects and matching music without any annoying adjustments with the newly added speaker..

All Lumix cameras can take 1920x1080 pixel high-definition quality photos that are ideal for full-screen viewing on a wide-screen (16:9) HDTV. Panasonic has long focused on making photography more enjoyable, such as by letting people view their images easily on a Panasonic Viera TV with Viera Image Viewer (internal SD card slot). For the motion picture, the DMC-LS85 can record WVGA (848 x 480) motion pictures at 30 frames per second in addition to standard VGA (640 x 480). The WVGA motion picture also fits a wide-screen (16:9) TV perfectly, to offer extremely impressive viewing.

\*When you set the picture quality to WVGA or VGA, we recommend using a high-speed card with "10MB/s" or greater displayed on the package.

\*Motion pictures can be recorded continuously for up to 15 minutes in some countries.

\*Continuous recording exceeding 2GB is not possible when recording motion JPEG. Remaining time for continuous recording is displayed on the screen.

### **5. Other Features**

The new DMC-LS85 features a variety of functionalities to expand convenience and fun for users at every stage to enjoy taking beautiful pictures.

Start-up time is dramatically shortened by approx. 40% to be as quick as 1.8 sec while AF point is now increased from 5 to 9 for more accurate focusing. The internal memory is now doubled in capacity up to approx. 50MB, which is good enough to use as spare memory when you don't have an SDHC/SD Memory Card. Battery life is extended to shoot more than 270 photos (CIPA) with two AA batteries thanks to the low energy consumption of Venus Engine IV.

For more stress-free operation, cursor key and buttons backside are now made larger. In addition, exclusively for the LS85, the level of easiness can be set by the user and if the user prefers the easiest way, additional setting menu will no longer be displayed to avoid confusion.

### **About Included Software PHOTOfunSTUDIO 3.0**

The latest version of exciting software PHOTOfunSTUDIO 3.0 comes bundled with DMC-LS85. The PHOTOfunSTUDIO 3.0 allows the user to edit or organize a collection of photos with more ease and fun. It features Face Recognition function that recognizes the faces in the picture stored in your PC to sort the photos by faces. Conventionally, you had to pick up one by one out of hundreds of photos when you only want the picture of a specific person. But with the PHOTOfunSTUDIO 3.0, the software automatically does it once the face is registered regardless of the camera type you used. On the sophisticated interface, you can also enjoy emotional slideshow with a variety of effects. Motion pictures (MOV or MPEG2) can also be upload directly to YouTube.

\*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.)

\*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-LS85 Specifications**

S-Silver : Actual Selling Price at RM 449.00

<b>Metrics</b>	<b>Dimensions (W x H x D)</b>	96.7 x 62.0 x 29.8 mm (3.89 x 2.48 x 1.19 in)	
	<b>Weight</b>	Approx. 128g (0.28 lb) Approx. 176g with Battery and SD Memory Card (0.38 lb)	
<b>Optics</b>	<b>Camera Effective Pixels</b>	8.1 Megapixels	
	<b>Sensor Size / Total Pixels / Filter</b>	1/2.5-inch / 8.32 Total Megapixels / Primary Color Filter	
	<b>Aperture</b>	F2.8 - 5.9 / 2-Step (F2.8 - 8 (W) / F5.9 - 16 (T))	
	<b>Optical Zoom</b>	4x	
	<b>Focal Length</b>	f=5.5-22.0mm (33-132mm in 35mm equiv.)	
	<b>Extra Optical Zoom (EZ)</b>	5.1x (4:3 / 5M), 6.4x (under 3M)	
	<b>Lens</b>	LUMIX DC VARIO 6 elements in 5 groups (3 Aspherical Lenses / 4 Aspherical surfaces)	
	<b>Optical Image Stabilizer</b>	MEGA O.I.S. (Auto / Mode1 / Mode2)	
	<b>Digital Zoom</b>	4x ( Max. 16.0 x combined with Optical Zoom without Extra Optical Zoom ) (Max.25.5x combined with Extra Optical Zoom)	
	<b>Focusing Area</b>	Normal: Wide 50cm/ Tele 50cm - infinity Macro / Intelligent AUTO : Wide 5cm / Tele 50cm - infinity	
	<b>Focus Range Display</b>	Yes	
	<b>AF Assist Lamp</b>	Yes	
	<b>Focus</b>	Normal / Macro, Quick AF (Always On)	
	<b>AF Metering</b>	Face / Multi (9pt) / 1pt	
	<b>Shutter Speed</b>	8-1/2000 sec Starry Sky Mode : 15, 30, 60sec.	
<b>Recording</b>	<b>Optical Image Stabilizer</b>	Yes	
	<b>Intelligent ISO Control</b>	Yes	
	<b>Face Detection</b>	Yes	
	<b>Intelligent Scene Selector</b>	Portrait, Scenery, Night Portrait, Night Scenery, Macro	
	<b>iA Direct Button</b>	Yes	
	<b>File Format</b>	Still Image: JPEG (DCF / Exif2.21) Motion picture: QuickTime Motion JPEG	
	<b>Mode Switch</b>	[Recording] / [Playback]	
	<b>Mode Button</b>	Intelligent AUTO, Normal Picture, SCN, Motion Picture	
	<b>Scene Mode</b>	Portrait, Soft Skin, Self-Portrait, Scenery, Sports, Night Portrait, Night Scenery, Food, Party, Candle Light, Baby1, Baby2, Pet, Sunset, High sensitivity, Hi-Speed Burst, Starry Sky, Fireworks, Beach, Snow, Aerial Photo	
	<b>Continuous Shooting Mode</b>	Full-Resolution Image, 3.0 frames/sec Max. 7 images (Standard mode), Max 4 images (Fine Mode) High-speed Burst Mode: approx. 4.5 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)	
	<b>Unlimited consecutive shooting</b>	2.0 frames/sec	
	<b>Motion Picture Recording</b>	<b>4:3</b>	VGA: 640 x 480 pixels, 30fps (Motion JPEG) QVGA: 320 x 240 pixels, 30 fps (Motion JPEG)
		<b>16:9</b>	WVGA: 848 x 480 pixels, 30 fps (Motion JPEG)
	<b>Exposure</b>	Program AE	
<b>Exposure Compensation</b>	1/3 EV step, +/-2 EV		

	<b>Backlight Compensation</b>	Yes (only in Intelligent AUTO mode)
	<b>Light Metering</b>	Intelligent Multiple
	<b>ISO Sensitivity</b>	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
	<b>Aspect Ratio</b>	4:3 / 3:2 / 16:9
	<b>Still Picture Recording</b>	<b>4:3</b> 3264 x 2448 (8M) / 2560 x 1920 (5M EZ) / 2048 x 1536 (3M EZ) <b>3:2</b> 3264 x 2176 (7M) / 2048 x 1360 (2.5M EZ) <b>16:9</b> 3264 x 1840 (6M) / 1920 x 1080 (2M EZ)
	<b>Image Quality</b>	Fine / Standard
	<b>White Balance</b>	Auto / Daylight / Cloudy / Shade / Halogen / White Set  (Selectable at Portrait, Soft Skin, Self-Portrait, Sports, Baby, Pet, High Sensitivity, Highspeed Burst mode)
	<b>Quick Menu</b>	Yes
	<b>Color Mode</b>	Standard, Natural, Vivid, Black & White, Sepia, Cool, Warm
	<b>Composition Guide line</b>	Yes (1 pattern)
	<b>Auto Review</b>	1sec, 2sec, Hold, Zoom
	<b>Orientation Detector</b>	Yes
<b>Playback</b>	<b>Scene Mode Help Screen</b>	Yes
	<b>Self Timer</b>	2sec / 10sec
	<b>Playback Mode</b>	Normal Playback, Slideshow, Favorites Playback
	<b>Thumbnails / Zoomed Playback</b>	12,30-thumbnails / Max 16x
	<b>Calendar Display</b>	Yes
	<b>Set Favorites</b>	Yes
	<b>Playback Motion Picture</b>	Yes (Motion JPEG)
	<b>Slideshow Mode</b>	All Still Images / Favorites BGM Effect (Natural / Slow / Swing / Urban / OFF)
	<b>Delete Image</b>	Single / Multi / All / All except Favorites
	<b>DPOF Print Setting / Set Protection</b>	Yes / Yes
	<b>Resize</b>	Yes
	<b>Copy / Title Edit / Text Stamp</b>	Yes / Yes / Yes
	<b>PictBridge Support</b>	Single / Multi / All / Favorites / DPOF
<b>Setup</b>	<b>OSD language</b>	English, German, French, Italian, Spanish, Polish, Czech, Hungarian, Russian, Chinese (Traditional), Chinese (Simplified), Netherlandic, Thai, Korean, Turkish, Portuguese, Arabic, Persian, Japanese, Swedish, Danish, Finnish *Varies depending on the sales area.
	<b>Travel Date / World Time</b>	Yes / Yes
<b>Others</b>	<b>LCD Monitor</b>	2.5" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High-Angle LCD
	<b>Built-in-Flash</b>	Auto, Auto/Red-eye Reduction, Forced On, Forced Off 0.3 - 5.9m (Wide/ISO Auto), 0.5 - 2.8m (Tele/ISO Auto)
	<b>Recording Media</b>	Built-in Memory, SD Memory Card, SDHC Memory Card, MultiMediaCard (Still image only)
	<b>Built-in-Memory</b>	approx. 50MB
	<b>Microphone / Speaker</b>	Mono / Yes
	<b>Interface</b>	AV Output (NTSC/PAL, NTSC only in N.America) / USB2.0 Full speed
	<b>Power</b>	Alkaline AA Battery x2 (Included) AC Adaptor (Input: 110-240V AC) (Optional)

<b>Battery life (approx.)</b>	270 pictures (Alkaline Batteries, CIPA Standard) * 300 pictures (Evolta Batteries, CIPA Standard) * 550 pictures (NiHM Batteries, CIPA Standard) *
<b>Included Software</b>	PHOTOfunSTUDIO v3.0
<b>Standard Accessories</b>	USB Driver Battery Pack (AA Alkaline Batteries x 2), AV Cable, USB Connection Cable, Hand Strap, CD-ROM <i>*Varies depending on the sales area.</i>

\*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](http://www.panasonic.com.my) or call our Customer Care Center at 03-03-5543 7600.

For press members, download press release and photos at [www.pmpressroom.com](http://www.pmpressroom.com)

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