

**12.1-Megapixel LUMIX DMC-FS25
with 29mm Wide-Angle 5x Optical Zoom Leica DC Lens*
Combines Simple Operation with Advanced Intelligent Auto mode
and 3.0-inch Large LCD in Slim, Stylish Profile**

***35mm film camera equivalent: 29-145mm**

Panasonic is pleased to introduce the new 12.1-megapixel DMC-FS25 camera of 29mm wide angle Leica DC lens with 5x optical zoom (equivalent to 29mm to 145 mm on a 35mm film camera) with 3.0-inch large LCD as a member of Lumix new FS series. The new FS series, a sister line of the world-acclaimed FX series, pursues easy and simple operation with its high-grade profile for users at every stage to enjoy taking beautiful pictures.

Panasonic's iA (intelligent auto) mode, which makes it easy for anyone to take beautiful photos by detecting the scene and optimizing the settings, has been further enhanced for new FS25 to comprehend AF tracking and Intelligent Exposure functions. The newly added AF Tracking function automatically tracks the subject once the AF has been set even if the subject moves around, making it easier to capture sharp, well-focused photos of decisive moments. The Intelligent Exposure function helps capture natural-looking, true-to-life images by suppressing blocked shadows and blown highlights. Also, the backlight compensation automatically turns on if the subject is in backlight. Face detection accuracy has also been increased, allowing continuous AF/AE adjustment even if a face moves or turns sideways to the camera. Not only that, the unwanted red-eye effect caused by the use of the flash can be digitally corrected. The newly added independent iA button on the top of the camera lets enter the iA mode directly. Once you enter iA mode, these multi-capable functions happen automatically 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 DMC-FS25 incorporates a 3-inch large 230,000-dot LCD with 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. Menus now look clearer and easier to navigate, even for seniors, thanks to the new Display Size option. Other various upgrades make FS25 enhance fun of taking pictures.

Dressed in the brushed metal-finished panel, the slim and sleek DMC-FS25 offers an enjoyment of taking great snapshots casually with committed ease of operation even for beginners. The DMC-FS25 in silver, black and gold*

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

1. Evolution of iA(Intelligent Auto) mode never stops for every photographer to be a good photographer

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 AF tracking, Intelligent Exposure feature for DMC-FS25. Furthermore, digital red-eye correction is also integrated in the Face Detection. In iA mode the camera does all the work, activating AF tracking*, Mega O.I.S. (optical image stabilizer), Intelligent ISO Control, Intelligent Scene Selector, Face Detection, 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.

With the new AF Tracking function, the user can "lock" the focus onto a moving subject. The camera then automatically tracks the subject as it moves, keeping it in focus without the user having to hold the shutter button halfway down. This makes it easier to capture the perfect moment clearly and in sharp focus when shooting images of a child, pet, sports or any scene with moving subjects and spur-of-the-moment action.

Intelligent Exposure suppresses blocked shadows and blown highlights to capture images that look natural and true-to-life. It now features an automatic backlight compensation function that activates whenever the camera detects that the subject is in backlight.

Intelligent Scene Selector, which automatically selects whichever of 5 scene modes -- Macro, Portrait, Scenery, Night Portrait, and Night Scenery - that best suits the shooting situation. The Quick AF system allows the camera to keep focus on the subject while the camera is in recording mode even before without pressing a shutter button halfway, to get best result out of a shutter chance because the focus is always near the subject and the AF time is minimized.

The user can activate all of these useful, convenient shooting-assist functions by simply pressing an independent iA button on the top of the camera, which is newly equipped for direct activation of the mode. All these make the FS25 the ultimate, super-versatile automatic camera for capturing clear, beautiful, mistake-free photos with ease.

2. 29mm Wide Angle 5x Optical Zoom (29-145mm*) Leica DC VARIO-ELMAR Lens, 12.1-megapixel High Resolution CCD and High Performance Venus Engine IV

The 12.1-megapixel DMC- FS25 packages a 29mm wide-angle* Leica DC VARIO-ELMAR lens with 5x optical zoom into a slim, compact body. Comprising 7 elements in 6 groups, including 3 aspherical lenses with 4 aspherical surfaces, this advanced lens unit realizes the outstandingly slim and compact body yet passing Leica's stringent standards to deliver an exceptional optical performance. Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 9.8x(294mm*) 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.

Featured in the DMC- FS25, the multi-task image-processing engine Venus Engine IV supports a super-fast response time. The shutter release time lag is as short as 0.006 second and the camera's quick response makes it easier to capture sudden, spur-of-the-moment photo opportunities together with the short startup time of approx. 1.2 second.

The Venus Engine IV also supports a High Sensitivity mode that lets the DMC-FS25 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. 5 images in standard mode/ 3 images in fine mode.

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

3. Advanced 3.0-inch Large 230,000-dot Intelligent LCD for Easy Shooting and Playback

The DMC-FS25 incorporates an easy-to-see, large, 3.0-inch 230,000-dot Intelligent 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 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 now look clearer with the new Display Size option, which makes it easier to navigate, even for seniors.

4. Exciting Options to Expand the Fun of Photography

The Lumix camera further offers wide variety of options to expand fun of photography. The DMC-FS25 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.

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-FS25 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.
*SD speed class is the speed standard regarding continuous writing.
*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-FS25 feature a variety of functionalities to expand fun and convenience for users at every stage to enjoy taking beautiful pictures.

The user can select from among several icons for the camera to use for indicating when the subject is in focus. In addition to the conventional dot, a flower, car and several other new shapes are available. Newly added Photo Frame mode lets the user put attractive borders around the photo. When printed, the photos look like postcards in picture frames, making them ideal as presents.

With the My Scene setting, which is also new on DMC-FS25, the user can assign up to specific Scene modes to that setting, and switch instantly to the mode when desired.

Using the 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-FS25. 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 can also be upload directly to YouTube.

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

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

*The LEICA DC VARIO-ELMAR 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.

*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.

*All other company and product names are trademarks of their respective corporations.

*Design and specifications are subject to change without notice.

Panasonic also introduced the DMC-FS15 with a 2.7-inch 230,000-dot intelligent LCD, a sister model to the DMC-FS25.

DMC-FS15

- 29mm ultra-wide angle 5x powerful optical zoom (29-145mm)* Leica DC Vario-Elmar lens in a compact body
- iA(Intelligent Auto) mode for still image recording including AF Tracking, Face Detection, Mega O.I.S. (Optical Image Stabilizer), Intelligent ISO Control, Intelligent Scene Selector, Intelligent Exposure
- High speed, high performance Venus Engine IV

DMC-FS25 Specifications

S-Silver, K-Black, N-Gold : Actual Selling Price at RM 999.00

Metrics		Dimensions (W x H x D)	FS25: 97.0 x 57.9 x 21.8 mm (3.82 x 2.28 x 0.86 in) FS15: 97.0 x 54.4 x 21.7 mm (3.82 x 2.14 x 0.85 in)
		Weight	FS25: Approx. 126g (0.28 lb) Approx. 148g with Battery and SD Memory Card (0.33 lb) FS15: Approx. 116g (0.26 lb) Approx. 138g with Battery and SD Memory Card (0.3 lb)
Optics	Pixels	Camera Effective Pixels	12.1 Megapixels
		CCD	Sensor Size / Total Pixels / Filter
	Lens	Aperture	F3.3 - 5.9 / Iris Diaphragm (F3.3 - 8 (W) / F5.9 - 8 (T))
		Optical Zoom	5x
		Focal Length	f=5.2-26.0mm (29-145mm 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-ELMAR 7 elements in 6 groups (3 Aspherical Lenses / 4 Aspherical surfaces)
		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, AF Tracking (On / Off), Quick AF (Always On)
	Shutter	AF Metering	Face / AF Tracking / Multi (11pt) / 1pt
Shutter Speed		8-1/2000 sec Starry Sky Mode : 15, 30, 60sec.	
Recording		iA	Face Recognition
		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
	iA Direct Button	Yes
	File Format	Still Image: JPEG (DCF / Exif2.21) Motion picture: QuickTime Motion JPEG
	Mode Switch	[Recording] / [Playback]
	Mode Button	Intelligent AUTO, Normal Picture, MySCN, SCN, Motion Picture
Interface Recording Mode	Still Picture Scene Mode	Portrait, Soft Skin, Transform, Self-Portrait, Scenery, Sports, Night Portrait, Night Scenery, Food, Party, Candle Light, Baby1, Baby2, Pet, Sunset, High sensitivity, Hi-Speed Burst, Flash Burst, Starry Sky, Fireworks, Beach, Snow, Aerial photo, Pinhole, Film Grain, Photo Frame
	Continuous Shooting Mode	Full-Resolution Image, 1.8 frames/sec Max. 5 images (Standard mode), Max 3 images (Fine Mode) High-speed Burst Mode: approx. 5 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)
Exposure Parameters	Unlimited consecutive shooting	1.7 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)
	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
	Auto (AE) Bracketing	+/- 1/3 EV ~1EV step, 3 frames
	Light Metering	Intelligent Multiple
	ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
Image Parameters	Aspect Ratio	4:3 / 3:2 / 16:9
	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
	Quick Menu	Yes
	Color Effect	-
	Color Mode	Standard, Natural, Vivid, Black & White, Sepia, Cool, Warm
	Composition Guide line	Yes (1 pattern)
	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

Playback	Display	Playback Mode	FS25: Normal Playback, Dual-Image Playback, Slideshow, Category Playback, Favorites Playback FS15: Normal Playback, Slideshow, Category Playback, Favorites Playback	
		Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x	
		Calendar Display / Dual-Image Playback	Yes / Yes	
		Set Favorites / Rotate Image	Yes / No	
		Playback Motion Picture	Yes (Motion JPEG)	
		Slideshow Mode	All Still Images / Favorites / Category BGM Effect (Natural / Slow / Swing / Urban / OFF)	
	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 / No	
		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	3.0" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High-Angle LCD	
	Flash	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Forced Off 0.3 - 5.3m (Wide/ISO Auto), 1.0 - 3.0m (Tele/ISO Auto)	
	Media	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card, MultiMediaCard (Still image only)	
		Built-in-Memory	approx. 50MB	
	Audio Interface	Microphone / Speaker	Mono / Yes	
		Interface	AV Output NTSC(NTSC, PAL), PAL(PAL) USB2.0 High speed, DC Input (requires DC Coupler DMW-DCC4*)	
	Power	Power	ID-Security Li-ion Battery Pack (3.6V, 940mAh) (Included) AC Adaptor DMW-AC5* (Input: 110-240V AC) via DC Coupler DMW-DCC4* *Optional	
	Standard Package		Battery life (approx.)	330 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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Media Contact:

Azizah Wahid

Assistant General Manager, Corporate Communications & Branding

Tel: 03 7809 7876

Fax: 03 7955 1857

Mobile: 019 217 2730

Email: azizah.wahid@my.panasonic.com**Product Contact:**

Patricia Yaw Bee Lei

Product Executive (Lumix)

Digital Imaging Panasonic Malaysia

Tel: 03-7809 7696

Fax: 03-7955 2848

Mobile : 012-975 6863

Email: patricia.yaw@my.panasonic.com