

Digital Still Camera  
DMC-FS7/FS6

**LUMIX 10.1-Megapixel DMC-FS7 and 8.1-Megapixel DMC-FS6  
with 4x Optical Zoom Leica DC Lens\***

**Combines Simple Operation and Slim, Stylish Profile  
Featuring Advanced Intelligent Auto Mode**

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

Panasonic is pleased to introduce the new 10.1-megapixel DMC-FS7 and 8.1-megapixel DMC-FS6 cameras of bright F2.8 Leica DC lens with 4x optical zoom (equivalent to 33mm to 132 mm on a 35mm film camera) as a member of Lumix FS series. The 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.

The iA(Intelligent Auto) mode incorporated in the DMC-FS7 and FS6 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. Also, the FS7 and FS6 continually monitor the light source and automatically activate the backlight compensation function if it detects that the light source is behind the subject. 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 the iA mode enter directly. Once you enter iA mode, 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 high-performance image-processing LSI the Venus Engine IV assures higher-quality pictures with an advanced signal processing system. It also helps the camera to feature quick responses.

The DMC-FS7 incorporates a 2.7-inch large LCD whereas the DMC-FS6 pursues further compactness with a 2.5-inch LCD, both have 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. Other various upgrades make FS7 and FS6 enhance the fun of taking pictures.

Dressed in metal-finished panel, the slim and sleek DMC-FS7 and DMC-FS6 offer an enjoyment of taking great snapshots casually with easy operation and cost performance especially for young beginners. The DMC-FS7 will be available in silver, black, blue, pink : Selling at RM 799.00, and the DMC-FS6 in silver, black, blue and pink\* & Actual Selling Price is RM 699.00.

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

### **1. Evolution of iA(Intelligent Auto) mode never stop anyone to be a good photographer**

Panasonic incorporates the Intelligent Auto mode for easy operation and to reduce mis-shots. This mode is further advanced with the integration of digital red-eye reduction in its Face Detection. In iA mode the camera does all the work, activating Mega O.I.S. (optical image stabilizer), Intelligent ISO Control, Intelligent Scene Selector and Face Detection. 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.

Face detection accuracy has been increased in the FS7 and FS6 to now provide continuous adjustment of the focus and exposure even if the face is turned sideways to the camera. Plus, the red-eye effect will be digitally corrected automatically when the flash is used.

Intelligent Scene Selector can automatically select the 5 scene modes -- Macro, Portrait, Scenery, Night Portrait, and Night Scenery - that best suits the shooting situation. It now features an automatic backlight compensation function that is activated whenever the camera detects that the light source is behind the subject.

The Quick AF system allows the camera to “lock” the focus on a moving subject. The camera then automatically tracks the subject as it moves, keeping it in focus without the need to hold the shutter button halfway down. With minimized AF time, best photographs can be taken in just a shutter click.

The iA mode also include MEGA O.I.S., which prevents blurring from hand-shake, Intelligent ISO Control, which prevents motion blur by adjusting the ISO sensitivity if the subject moves as the shot is taken. The MEGA O.I.S. conventionally has mode 1 and 2, and now it has AUTO mode to select the suitable mode according to the zoom ratio being used.

The user can activate all of these useful, convenient shooting-assist functions by simply pressing a newly-added independent iA button on top of the camera that lets the user enter directly into the mode without going into the menu.

All these make the FS7 and FS6 the ultimate, super-versatile automatic camera for capturing clear, beautiful, perfect pictures with ease.

## **2. Newly Developed 4x Optical Zoom (33-132mm\*) Bright F2.8 Leica DC VARIO-ELMARIT High Quality Lens, High Resolution CCDs and Venus Engine IV**

The 10.1-megapixel DMC-FS7 and 8.1-megapixel DMC-FS6 package a bright F2.8 Leica DC VARIO-ELMARIT lens with 4x optical zoom 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 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 7.1x(234mm\*, FS7) and 6.4x (211mm\*, FS6) by using the center 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-FS7 and DMC-FS6, 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(FS7) / 0.006(FS6) 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-FS7 can snap 2.3 shots and DMC-FS6 can snap 3 shots per second at full resolution.\*\* And in High-Speed Burst shooting mode,\*\*\* it fires off an incredible 6(FS7) / 5.5(FS6) 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-FS7 and DMC-FS6 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(FS7)/7(FS6) images in standard mode, 3(FS7)/4(FS6) 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 2.7-inch (FS7) / 2.5-inch (FS6) Large Intelligent LCD with 230,000-dot High Resolution for Easy Shooting and Playback**

The DMC-FS7 incorporates an easy-to-see, large, 2.7-inch (2.5-inch for DMC-FS6) 230,000-dot high-resolution LCD for comfortable viewing during shooting and play back. The Intelligent LCD function detects the light condition and automatically adjusts 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 now look clearer and 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. Both DMC-FS7 and DMC-FS6 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-FS7 and DMC-FS6 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-FS7 and DMC-FS6 feature a variety of functionalities to expand fun and convenience for users at every stage to enjoy taking beautiful pictures.

The user can select several other icons such as a flower, car and several other new shapes besides the conventional dot for the camera to use for indicating when the subject is in focus. The FS7 and FS6 also add a new "Photo Frame" mode which allows the user to 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, users can assign up to two specific scene modes, which they use most often, and can switch instantly to those modes when desired.

#### About Included Software PHOTOfunSTUDIO 3.0

The latest version of exciting software PHOTOfunSTUDIO 3.0 comes bundled with DMC-FS7 and FS6. 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.

\*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.

\*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.

## DMC-FS7,FS6 Specifications

DMC-FS7: S-Silver, K-Black, A-Blue, P-Pink : Actual Selling Price is RM 799.00

DMC-FS6: S-Silver, K-Black, A-Blue, P-Pink : Actual Selling Price is RM 699.00

Metrics	Dimensions (W x H x D)	DMC-FS7:	97.0 x 54.4 x 21.7 mm (3.82 x 2.14 x 0.85 in)
Optics		DMC-FS6:	97.0 x 54.4 x 21.2 mm (3.82 x 2.14 x 0.84 in)
	Weight	DMC-FS7:	Approx. 117g (0.258 lb), Approx. 139g with Battery and SD Memory Card (0.31 lb)
		DMC-FS6:	Approx. 115g (0.25 lb), Approx. 137g with Battery and SD Memory Card (0.3 lb)
	Camera Effective Pixels	DMC-FS7:	10.1 Megapixels
		DMC-FS6:	8.1 Megapixels
	Sensor Size / Total Pixels / Filter	DMC-FS7:	1/2.5-inch / 10.35 Total Megapixels / Primary Color Filter
		DMC-FS6:	1/2.5-inch / 8.32 Total Megapixels / Primary Color Filter
	Aperture		F2.8 - 5.9 / 2-Step (F2.8 - 8 (W) / F5.9 - 16 (T))
	Optical Zoom		4x
	Focal Length		f=5.5-22.0mm (33-132mm in 35mm equiv.)
Recording	Extra Optical Zoom (EZ)	DMC-FS7:	5.7x (4:3 / 5M), 7.1x (under 3M)
		DMC-FS6:	5.1x (4:3 / 5M), 6.4x (under 3M)
	Lens		LEICA DC VARIO-ELMARIT 6 elements in 5 groups (3 Aspherical Lenses / 4 Aspherical surfaces)
	Optical Image Stabilizer		MEGA O.I.S. (Auto / Mode1 / Mode2)
	Digital Zoom		4x ( Max. 16.0 x combined with Optical Zoom without Extra Optical Zoom ) DMC-FS7: (Max.28.4x combined with Extra Optical Zoom) DMC-FS6: (Max.25.6x combined with Extra Optical Zoom)
	Focusing Area		Normal: Wide 50cm - infinity Macro / Intelligent AUTO : Wide 5cm / Tele 50cm - infinity
	Focus Range Display		Yes
	AF Assist Lamp		Yes
	Focus		Normal / Macro, Quick AF (Always On)
	AF Metering		Face / Multi (9pt) / 1pt
Recording	Shutter Speed		8-1/2000 sec, Starry Sky Mode : 15, 30, 60sec.
	Optical Image Stabilizer		Yes
	Intelligent ISO Control		Yes
	Face Detection		Yes

<b>Intelligent Scene Selector</b>	Portrait, Scenery, Night Portrait, Night Scenery, Macro
<b>Digital Red Eye Correction</b>	Yes
<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, MySCN, SCN, Motion Picture
<b>Scene Mode</b>	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, Film Grain, Photo Frame
<b>Continuous Shooting Mode</b>	<b>DMC-FS7:</b> Full-Resolution Image, 2.5 frames/sec Max. 5 images (Standard mode), Max 3 images (Fine Mode) High-speed Burst Mode: approx. 6 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9) <b>DMC-FS6:</b> Full-Resolution Image, 3.0 frames/sec Max. 7 images (Standard mode), Max 4 images (Fine Mode) High-speed Burst Mode: approx. 5.5 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)
<b>Unlimited consecutive shooting</b>	1.7 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>Auto (AE) Bracketing</b>	+/- 1/3 EV ~1EV step, 3 frames
<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 Image Quality</b>	<b>DMC-FS7:</b> <b>[4:3]</b> 3648 x 2736 (10M) / 3072 x 2304 (7M EZ) / 2560 x 1920 (5M EZ) / 2048 x 1536 (3M EZ) / 1600 x 1200 (2M EZ) / 640 x 480 (0.3M EZ) <b>[3:2]</b> 3648 x 2432 (9M) / 3072 x 2048 (6M EZ) / 2560 x 1712 (4.5M EZ) / 2048 x 1360 (2.5M EZ) <b>[16:9]</b> 3648 x 2056 (7.5M) / 3072 x 1728 (5.5M EZ) / 2560 x 1440 (3.5M EZ) / 1920 x 1080 (2M EZ) <b>DMC-FS6</b> <b>[4:3]</b> 3264 x 2448 (8M) / 2560 x 1920 (5M EZ) / 2048 x 1536 (3M EZ) / 1600 x 1200 (2M EZ) / 640 x 480 (0.3M EZ) <b>[3:2]</b> 3264 x 2176 (7M) / 2560 x 1712 (4.5M EZ) / 2048 x 1360 (2.5M EZ) <b>[16:9]</b> 3264 x 1840 (6M) / 2560 x 1440 (3.5M EZ) / 1920 x 1080 (2M EZ)
<b>White Balance</b>	Auto / Daylight / Cloudy / Shade / Halogen / White Set (Selectable at Portrait, Soft Skin, Transform, Self-Portrait, Sports, Baby, Pet, High Sensitivity, Highspeed Burst, Photo Frame 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>Macro Zoom</b>	Yes

	Orientation Detector	Yes
	Scene Mode Help Screen	Yes
	Self Timer	2sec / 10sec
	Focus Icon Select	Yes
	Playback Mode	Normal Playback, Slideshow, Category Playback, Favorites Playback
	Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
	Calendar Display / Dual-Image Playback	Yes / No
	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)
Setup Others	Delete Image	Single / Multi / All / All except Favorites
	DPOF Print Setting / Set Protection	Yes / Yes
	Resize / Trim	Yes / 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 <i>*Varies depending on the sales area.</i>
	Travel Date / World Time	Yes / Yes
	LCD Monitor	<b>DMC-FS7:</b> 2.7" TFT Screen LCD Display (230K dots) <b>DMC-FS6:</b> 2.5" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High-Angle LCD
	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Forced Off 0.3 - 6.3m (Wide/ISO Auto), 0.5 - 3.0m (Tele/ISO Auto)
	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card, MultiMediaCard (Still image only)
	Built-in-Memory	Approx. 50MB
	Microphone / Speaker	Mono / Yes
	Interface	AV Output (NTSC/PAL, NTSC only in N.America) / USB2.0 Full speed, DC Input (requires optional DC Coupler)
	Power	ID-Security Li-ion Battery Pack (3.6V, 940mAh) (Included) AC Adaptor (Input: 110-240V AC) (Optional)
	Battery life (approx.)	<b>DMC-FS7:</b> 360 pictures (CIPA Standard)* <b>DMC-FS6</b> : 400 pictures (CIPA Standard)*
Included Software	PHOTOfunSTUDIO v3.0 ArcSoft (MediaImpression / Panorama Maker) USB Driver, QuickTime	
Standard Accessories	Battery Charger, Battery Pack, Battery carrying case AV Cable, USB Connection Cable, AC 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)

**Media Contact:**

Azizah Wahid

Assistant General Manager, Corporate Communications &amp; Branding

Tel: 03 7809 7876

Fax: 03 7955 1857

Mobile: 019 217 2730

Email: [azizah.wahid@my.panasonic.com](mailto: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](mailto:patricia.yaw@my.panasonic.com)