

A New Micro Four Thirds Digital Interchangeable Lens

LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S.

with Outstanding Image Quality and High Mobility

Kuala Lumpur, 11 September 2009 – Panasonic also unveiled a new macro lens of world renowned Leica name LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S. (35mm camera equivalent: 90mm) for another member of the LUMIX G Micro System.

Awaited long from enthusiastic photographers worldwide, the new LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S. boasts a superb image quality with minimum distortion, chromatic aberrations as well as ghosts and flares that passes a stringent Leica standard to goes beyond their expectations.

The new lens system uses both an aspherical lens and an ED lens in its fourteen lenses in ten groups to realize outstanding compactness, taking advantage of the Micro Four Thirds standard to achieve dramatic downsizing while minimizing distortion and chromatic aberration. Panasonic's Mega O.I.S. (Optical Image Stabilizer) suppresses the blurring that is commonly caused by hand-shake, making it easy to shoot clear shots for sharply focused macro shot or in dimly lit places without using a tripod.

It incorporates inner focus system of three groups of floating structure, which enables excellent resolution and contrast without changing its overall length from full life-size magnification to infinity. The inclusion of stepping motor makes the focusing action smooth and silent for use in both photo and movie recording. The closest focusing distance can be instantly changed to 15cm or 50 cm (0.5 ft to 1.64 ft) with the switch on the lens barrel according to the shooting opportunity. The LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S. lens also excels in portraits, middle-range snapshot, or landscapes in addition to the original full life-size macro shots.

When mounted on the LUMIX G Micro System Camera, the new lens allows use of the advanced contrast AF system, which includes a Face Recognition function, for more convenient, more enjoyable shooting. Seven blades give the aperture a rounded shape that produces an attractively smooth effect in out-of-focus areas when shooting at larger aperture settings. The new LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S. lens also features a highly reliable metal mount, and uses multi-coated lens elements that minimize ghosts and flare to further enhance its optical performance.

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LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S.**(35mm camera equivalent: 90mm) Specifications****Actual Selling Price at RM 1,399**

Product Number	H-ES045
Lens Construction	14 elements in 10 groups (1 Aspherical lens, 1 ED lens)
Mount	Micro Four Thirds mount
Optical Image Stabilizer	YES
Focal Length	f=45mm (35mm camera equivalent 90mm)
Aperture Type	7 diaphragm blades / Circular aperture diaphragm
Aperture	F2.8
Minimum Aperture	F22
Closest Focusing Distance	FULL:0.15m/0.50ft, LIMIT: 0.5m/1.64ft
Maximum magnification	Approx. 1.0x / 2.0x (35mm camera equivalent)
Diagonal Angle of View	27°
Filter Size	φ46mm / 1.81 in
Max. Diameter	φ63mm / 2.48 in
Overall Length	Approx. 62.5mm / 2.46 in (from the tip of the lens to the base side of the lens mount)
Weight	Approx. 225g / 7.94oz
Standard Accessories	Lens Cap, Lens Hood, Lens Rear Cap, Lens Storage Bag

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