

For Immediate Release

Panasonic introduced Fashion Movie Cameras in the new Lumix, together with full HD camcorder lineup and memory cards with larger capacity and faster speed for Q1 2010

Unveiling top-of-the-line Lumix features and full HD Camcorders, ideal for casual shooters looking for portability and HD quality, and 48GB & 64GB memory cards

Kuala Lumpur, 3 February 2010 – Panasonic Malaysia Sdn Bhd today announced the introduction of thirteen new Lumix digital camera models, with the concept of new fashion movie cameras, eight new camcorder models, and two large capacity 48GB and 64GB SDXC memory cards for first quarter 2010.

New lumix camera dazzles with high definition

The new Lumix line up for 2010 ranging from the entry-level **F series** - F2 and F3 with 10 and 12 megapixel respectively; the **FH series** - FH1 and FH3 with 5x optical zoom and 12 and 14 megapixels respectively and the high-zoom FH20 and FH22 models that feature 14 megapixels, 8x optical zoom, 28mm wide lenses, and a 3" touch screen on the top model FH22; the very stylish **FP series** cameras that feature 4x optical internal zoom lenses, 12 and 14 megapixels, FP1 and FP3 respectively, with the top model FP3 also sporting a 3" LCD touch screen; and the acclaimed **TZ series** that has won worldwide popularity with TZ10 and TZ8 models with 25mm ultra wide angle and 12x optical zoom; through to the **ZR series**, the versatile and compact ZR3 with powerful 8x optical zoom; *the unique hybrid tough model FT Series* with model FT2 for active outdoor use and finally the remarkably compact, slip-in-the-pocket-sized **FX Series** with **FX68** equipped with new cosmetic mode perfect for studio-style portraits. All models – except for the entry-level F2 – feature High Definition video recording.

“The 2010 Panasonic Lumix lineup of digital cameras pack advanced functions into smaller, more compact bodies without compromising the ability to take high quality photos and video. You can travel light and travel smart with Lumix Fashion Movie Camera,” said Tony Endoh, Managing Director, Panasonic Malaysia Sdn Bhd. “This year, we have many strong models, particularly the ZR3 which enable users to take good photos and High Definition movie. All the Lumix Fashion Movie Camera uses the AVCHD Lite recording format. This format is so good that it can record almost twice the recording time compared to the more commonly used Motion JPEG.”

“Today we are also announcing the availability of our first 64GB and 48GB SDXC memory cards. These new SDXC memory cards are Panasonic’s largest capacity GOLD cards with Class 10 speed with maximum data transfer speed of up to 22MB per second. It features new advanced Super Intelligent Controller that helps to improve the reliability of the card and extend its lifetime. The introduction of our new memory cards will certainly complement our new Lumix and camcorder photo taking and video recording” added Tony Endoh.

Full HD Camcorders, ideal for casual shooters looking for portability and HD quality

The 2010 new full High Definition (HD) camcorders lineup includes three compact and stylish models, the HDC-HS60, HDC-TM60, HDC-SD60 - perfect for users wanting portability, without sacrificing HD quality and five standard definition camcorders – the SDR-H95, SDR-H85, SDR-S50, SDR-T55 and SDR-T50 designed to be portable, durable and high performing with impressive features to help make shooting quality video easy with the new Active mode for the Advanced O.I.S. (Optical Image Stabilizer).

“The 2010 lineup of Panasonic standard definition camcorders meets the needs of all users, offering compact bodies for mobility, a stylish look and feel, versatility and top-of-the-line features, including zoom capability, easy recording and convenient uploading and playback, “ said Tony Endoh, Managing Director, Panasonic Malaysia Sdn Bhd. “The advanced, intuitive features of these new models make the video capturing experience, easy and enjoyable.”

Panasonic has lifted the lid on three 1080p high definition camcorders that are compatible with the new SDXC memory-card format: the HDC-HS60, HDC-TM60, and HDC-SD60. SDXC compatibility promises to be significantly faster and offer more storage than existing cards.

Todate, Panasonic has a total of 17 camera models for Lumix, 3 camera models in the G series system camera and 9 models for the camcorders.

New Lumix models

1. F series, DMC-F3 and DMC-F2

4x Optical Zoom Entry Stylish Digital Cameras - F3/ F2

The new entry level 4x optical zoom digital still cameras, 12.1-megapixel F3 and 10.1-megapixel F2 designed with simplicity in mind, without overlooking the importance of style and performance. Both models feature Auto Scene Mode to take pictures beautifully and easily, with which the camera activates three shooting-assist functions; Intelligent ISO Control, Face Detection and Intelligent Scene Selector. The Intelligent ISO control prevents moving subject to be blurred by optimizing the shutter speed and ISO setting, to render sharp, clear images. The F3 has Digital Image Stabilizer that helps suppress hand-shake.

Lumix DMC-F3

- 12.1 Mega Pixel
- LUMIX Vario Lens
- 4x Optical (28mm-112mm) WIDE ANGLE LENS
- 2.7" High Resolution 230k dot LCD
- Auto Scene Mode – Intelligent Scene Selector
- Electronic Image Stabiliser
- MOTION JPEG (HD Video mode 1280 x 720)

Lumix DMC-F2

- 10.1 Mega Pixel
- LUMIX Vario Lens
- 4x Optical (33mm-132mm)
- 2.5" High Resolution 230k dot LCD

2. FH series, DMC-FH22; DMC-FH20; DMC-FH3 and DMC-FH1;

FH22/ FH20 - Simple Operation with Advanced Intelligent Auto mode

The FH series, a sister line of the Lumix's popular FX series, pursues easy and simple operation with its high-grade profile for users at every stage to enjoy taking beautiful pictures. All cameras from the new FH series are equipped with 28mm wide angle lenses with 8x or 5x optical zoom. The 8x optical zoom models have two types of LCD, 3.0-inch touch-screen Intelligent LCD for FH22 and 2.7-inch Intelligent LCD for FH20.

Lumix DMC-FH22

- 14.1 Mega Pixel
- LUMIX Vario Lens
- 8x Optical (28mm-224mm) WIDE ANGLE LENS
- 3.0" TOUCH High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)

Lumix DMC-FH20

- 14.1 Mega Pixel
- LUMIX Vario Lens
- 8x Optical (28mm-224mm) WIDE ANGLE LENS
- 2.7" High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)

28mm Wide-Angle 5x Optical Zoom Lens – FH3/ FH1

The FH3/FH1 incorporates a 2.7-inch 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. Clear menus are easy to navigate, even for seniors, thanks to the display size option. Other various upgrades make FH3/FH1 fun for taking pictures.

Lumix DMC-FH3

- 14.1 Mega Pixel
- LUMIX Vario Lens
- 5x Optical (28mm-140mm) WIDE ANGLE LENS 2.7"
- 2.7" High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)

Lumix DMC-FH1

- 12.1 Mega Pixel
- LUMIX Vario Lens
- 5x Optical (28mm-140mm) WIDE ANGLE LENS
- 2.7" High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)
- Auto Scene Mode – Intelligent Scene Selector

3. FP series, DMC-FP3 and DMC-FP1

Ultra-Flat, Lean Design Stylish FP3 / FP1

The new ultra slim design FP3 and FP1 has 4x optical zoom (equivalent to 35mm to 140mm on a 35mm camera) lens with folded optics. Newly adopted lens cover is not only for the lens protection but also to serve as a power switch of the camera. Actions of taking the camera out and turning the power on can be seamless and astonishingly quick. The cover for FP3 has a noble hairline finish on the surface of the cover to add an exquisite accent.

Lumix DMC-FP3

- 14.1 Mega Pixel
- LUMIX Vario Lens
- 4x Optical (35mm-140mm)
- 3.0" TOUCH High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)

Lumix DMC-FP1

- 12.1 Mega Pixel
- LUMIX Vario Lens
- 4x Optical (35mm-140mm)
- 2.7" High Resolution 230k dot LCD
- Intelligent Auto – Mega OIS/Face Detection/ Intelligent Scene Selector /Intelligent ISO
- MOTION JPEG (HD Video mode 1280 x 720)

4. TZ series - DMC-TZ10/ TZ8

The Photo/Movie Hybrid Super Zoom DMC-TZ10/ TZ8

Lumix DMC-TZ10

LUMIX DMC-TZ10 is the newest member of its acclaimed TZ series that has won worldwide popularity. With the AVCHD Lite HD movie recording capability, 25mm ultra wide-angle and powerful 12x optical zoom lens is packed into the compact body to cover virtually any shooting situations. This 12.1-megapixel powerhouse performer TZ10 further advanced to comprehend attractive features including the Intelligent Resolution technology as well as the built-in GPS (Global Positioning System) unit and manual exposure. An abundant of functions for both photo and movie recording are organized in the well-considered operational command including an independent movie recording button achieving smooth, easy operation in both recording modes.

Lumix DMC-TZ8

DMC-TZ8 with a 25mm ultra wide angle and powerful 12x optical zoom in a compact body continues to push the boundaries, offering consumers the perfect travel companion. This 12.1 megapixel powerhouse performer TZ8 includes a multitude of features, such as Intelligent Resolution Technology and manual exposure, whilst remaining pocket sized to ensure portability and convenience

5. ZR Series - DMC-ZR3

Super Compact Versatile Camera DMC-ZR3

This digital camera from ZR series feature powerful zoom with a remarkably slim and compact body. The powerful 8x optical zoom lens makes it easy to pull in subjects from far away a step closer compared to the conventional stylish point-and-shoot cameras. For an added boost, zoom power can be increased to 10x with the Intelligent Zoom function taking advantage of Intelligent Resolution technology maintaining the picture quality even combining a digital zoom. Newly added is an AVCHD Lite movie recording function to make the versatile camera even truly “hybrid”.

6. FT Series - DMC-FT2

Photo/Movie Hybrid Tough Digital Camera - DMC-FT2

Enjoy stunning photos and HD videos with tremendous ease on land and underwater - the FT2 is the ideal partner for your outdoor adventures. A successor to the Lumix's first camera geared for active outdoor use - FT1, it features the AVCHD Lite HD movie recording capability. The new 14.1-megapixel FT2 further strengthen its toughness to be waterproof to 10m, shockproof to 2m, freezeproof to -10 degrees C and dustproof. The camera is also empowered internally by the newly developed Venus Engine HD II integrating "Intelligent Resolution" technology.

7. FX Series - DMC-FX68

FX68 - acclaimed slim and stylish FX series

The sonic speed AF in the FX68 features its speed at the industry's fastest level. Combined with a high-speed start-up, this gives the FX68 an industry's fastest level of response that helps to catch even the most fleeting photo opportunities. The 2.7-inch large Intelligent LCD offers dynamic and clear view out of its small body. The battery life is also as powerful as approx. 380 pictures shooting thanks to the highly energy efficient image processing LSI, the Venus Engine VI.

8. Compact and full-HD Camcorders

The four standard definition camcorders line-up, *SDR-H85*; *SDR-S50*, *SDR-T55* and *SDR-T50* are designed to be portable, durable and high-performing. These camcorders may be small in size, but they have impressive features: a 33mm(*1) wide-angle and a long, powerful 78x ultra zoom - giving them remarkable range for capturing video both far and wide. Panasonic's new camcorder models are packed with enhanced features to help make shooting quality video easy, including the new Active mode for the Advanced O.I.S. (Optical Image Stabilizer), helping to suppress blur even if the user is moving and when the powerful zooms are extended.

The SDR-H85, records onto an 80-GB hard disk drive or an SDXC, SDHC, or SD Memory Card; the SDR-T50 (4 GB)/T55 (8 GB), stores images in either a built-in memory or an SDXC, SDHC, or SD Memory Card; and the SDR-S50, uses an SDXC, SDHC, or SD Memory Card for recording media.

The three new Full-HD camcorder models that has a compact, stylish body with powerful 35x zoom and wide-angle lens.- HDC-HS60; HDC-TM60, HDC-SD60, with 1920 x 1080 resolution, which is the highest standard resolution in today's HD camcorder market, brings even more enjoyment to video shooting.

9. Panasonic's first 64 GB and 48 GB SDXC Memory Cards

SDXC is the next generation SD Memory Card, a new standard for storing data more than 32 GB and up to 2 terabytes. The Panasonic 64 GB SDXC Memory Card features a massive 64 GB capacity, making it ideal for recording AVCHD High Definition video, high-resolution, or even RAW still photos. When used with Panasonic's newly-released camcorders, such as the Panasonic HDC-TM55, the 64 GB SDXC Memory Card can record up to 8 hours and 30 minutes of video, while recording in the highest video quality in HA mode.

10. Lumix models and color

1. Panasonic Lumix DMC-TZ10	silver, black, brown, red
2. Panasonic Lumix DMC-TZ8	silver, black
3. Panasonic Lumix DMC-ZR3	silver, black, red, and gold
4. Panasonic Lumix DMC-FT2	silver, blue and orange
5. Panasonic Lumix DMC-FX68	silver, black, pink, violet and gold
6. Panasonic Lumix DMC-FP3	silver, black, red and violet
7. Panasonic Lumix DMC-FP1	silver, black
8. Panasonic Lumix DMC-FH22	silver, black, red
9. Panasonic Lumix DMC-FH20	silver, black, red, blue, violet
10. Panasonic Lumix DMC-FH3	silver, black, red, blue, pink
11. Panasonic Lumix DMC-FH1	silver, black, blue, pink, orange
12. Panasonic Lumix DMC-F3	silver, black, pink
13. Panasonic Lumix DMC-F2	silver, black, pink

11. Camcorder models and color

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| 1. Panasonic Camcorder SDR-H85 | black, silver, red, blue |
| 2. Panasonic Camcorder SDR-T55 | black |
| 3. Panasonic Camcorder SDR-T50 | black, blue, gold |
| 4. Panasonic Camcorder SDR-S50 | black, gold, red, pink, white |
| 5. Panasonic Camcorder HDC-HS60 | black, silver |
| 6. Panasonic Camcorder HDC-TM60 | black, silver, red, pink, gold |
| 7. Panasonic Camcorder HDC-SD60 | black, silver, red, pink, gold |

12. SDXC Memory Card

1. SDXC Memory Card RP-SDW64GG1K (64 GB)
2. SDXC Memory Card RP-SDW48GG1K (48 GB)

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 03-5543 7600.

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