

4x Optical Zoom* Entry Stylish Digital Cameras

12.1-Megapixel DMC-F3 and 10.1-Megapixel DMC-F2

Pursuing Ease of Use and Simple Operation with Auto Scene Mode

*35mm film camera equivalent: F3: 28-112mm / F2: 33-132mm

Kuala Lumpur, 3 February 2010 – Panasonic is pleased to introduce the new entry level 4x optical zoom digital still cameras 12.1-megapixel DMC-F3 and 10.1-megapixel DMC-F2. 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. Human faces are captured in focus and appropriate exposure with the Face Detection. Unwanted red-eyes are digitally corrected (F3 only) and backlight compensation automatically activates if they happens.

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. Plus, F3 has a Digital Image Stabilizer that helps suppress hand-shake.

The 28mm wide-angle 4x optical zoom (28-112mm*) high quality LUMIX DC VARIO lens is equipped with F3 and the same quality of 33mm 4x optical zoom(33-132mm*) lens is with F2. The 12.1-megapixel(F3) and 10.1-megapixel(F2) high resolution, high sensitivity CCD makes it possible to record max.ISO 1600 image in full resolution and even ISO6400 image using High Sensitivity Mode**. With the Extra Optical Zoom function, the zoom power is extended to 7.8x(F3) / 7.1x(F2) using the center part of the CCD.

Easy-to-see, large, 2.7-inch(F3)/2.5-inch(F2) 230,000-dot LCD is incorporated for comfortable viewing for both monitoring shots and playing back the results. The auto power LCD function for F3 detects the light condition and automatically boosts the LCD backlighting by max. 40% when shooting outdoors in bright sunshine to secure clarity and visibility of the monitor.

The new DMC- F3 records dynamic HD movie in 1280 x 720p at a smooth 30 fps, in addition to WVGA (848 x 480) and normal VGA (640 x 480)^{*** ****}.

Also, the DMC-F2 is superior in their energy efficiency to feature a long battery life up to 300 shots (CIPA) per a single charge.

In addition to the conventional SD/SDHC memory card, the DMC-F3 accepts next-generation SD format SDXC (SD eXtended Capacity), that features high potential in both capacity and data transfer speed. The DMC-FS3 is compatible with Windows 7.

About Included Software PHOTOfunSTUDIO 5.0

The latest version of exciting software PHOTOfunSTUDIO 5.0 comes bundled with DMC-F3/F2. With quick start-up and fast read-in of images, the PHOTOfunSTUDIO 5.0 makes it possible to sort and organize photos not only of those newly taken but also of those stored in your PC.

The Face Recognition function that recognizes the faces in the picture will automatically sort the photos by the registered faces without picking out each photo one by one when you only want pictures of a specific person.

You can also enjoy slideshows with a variety of effects and use your iTunes music library as background music. Motion pictures can be uploaded directly to YouTube using the built-in YouTube uploader even in HD(High Definition) quality. The new PHOTOfunSTUDIO 5.0 also lets you create a 360-degree rotation panorama file in MOV. The software is of course compatible with Windows 7.

Experience and feel the outstanding benefit of the PHOTOfunSTUDIO 5.0, it will surely allow you to view, edit and archive your captured photo and motion pictures with greater ease and fun.

*35mm camera equivalent.

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

***Use a card with SD Speed Class* with "Class 6" or higher when recording motion pictures.(SD speed class is the speed standard regarding continuous writing.)

****For Europe, motion images can be recorded continuously for up to 15 minutes.

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- Design and specifications are subject to change without notice.

DMC- F3/F2 Specifications

silver, black, pink

Metrics	Dimensions (W x H x D)	F3: 95.9 x 53.9 x 22.0 mm / excl. protrusions: 20.5 mm (3.78 x 2.12 x 0.86 in / excl. protrusions: 0.81 in) F2: 97.6 x 55.4 x 24.8 mm / excl. protrusions: 22.3 mm (3.84 x 2.18 x 0.98 in / excl. protrusions: 0.88 in)
	Weight	F3: Approx. 132g with Battery and SD Memory Card (0.29 lb) Approx. 110g without Battery and SD Memory Card (0.24 lb) F2: Approx. 134g with Battery and SD Memory Card (0.30 lb) Approx. 112g without Battery and SD Memory Card (0.25 lb)
Optics	Pixels	Camera Effective Pixels F3: 12.1 Megapixels F2: 10.1 Megapixels
	CCD	Sensor Size / Total Pixels / Filter F3: 1/2.33-inch / 12.7 Total Megapixels / Primary Color Filter F2: 1/2.5-inch / 10.3 Total Megapixels / Primary Color Filter
	Lens	Aperture F3: F2.8 - F6.2 F2: F2.8 - 5.9 / 2-Step (F2.8 - 8 (W) / F5.9 - 16 (T))
	Optical Zoom	4x
	Focal Length	F3: f=5.0-20.0mm (28-112mm in 35mm equiv.) F2: f=5.5-22.0mm (33-132mm in 35mm equiv.)
	Extra Optical Zoom (EZ)	F3: 4.9x (4:3 / 8M), 5.9x (4:3 / 5M), 7.8x (under 3M) F2: 5.7x (4:3 / 5M), 7.1x (under 3M)
	Lens	LUMIX DC VARIO 6 elements in 5 groups (3 Aspherical Lenses / 6 Aspherical surfaces)
	Digital Zoom	4x (Max. 16.0 x combined with Optical Zoom without Extra Optical Zoom) F3: (Max.31.2x combined with Extra Optical Zoom) F2: (Max.28.4x combined with Extra Optical Zoom)
	Focus	Focusing Area F3:Normal: Wide 50 cm - infinity / Tele 70 cm - infinity Macro / Auto Scene Mode : Wide 20 cm - infinity / Tele 70cm - infinity F2: Normal: Wide 50cm - infinity Macro / Auto Scene Mode : Wide 5cm / Tele 50cm - infinity
	Focus Range Display	Yes

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Shutter	AF Assist Lamp	Yes
	Focus	Normal / Macro
	AF Metering	Face / 9 pt/ 1pt
	Shutter Speed	F3: Still: approx. 8 - 1/1000 sec Starry Sky Mode : 15, 30, 60sec. F2: Still: approx. 8 - 1/2000 sec Starry Sky Mode : 15, 30, 60sec.
Recording	Digital Image Stabilizer	F3: Yes F2: No
	Intelligent ISO Control	Photo
	Face Detection	Photo
	Intelligent Scene Selector	Photo (Portrait, Scenery, Night Portrait, Night Scenery, Macro)
	Digital Red Eye Correction (Red-Eye Removal)	F3: PhotoF3 F2: No
File	File Format	Still Image: JPEG(DCF/Exif2.21)
		Motion picture: QuickTime Motion JPEG
Interface	Mode Switch	[Recording] / [Playback]
Recording Modes	Mode Dial / Mode Button	F3: AUTO SCN, Normal Picture, SCN, Motion Picture F2: Auto Scene Mode, Normal Picture, SCN, Motion Picture
	Still Image Scene Mode	F3: Portrait, Soft Skin, 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 F2: Portrait, Soft Skin, 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
	Continuous Shooting Mode	F3: High-speed Burst Mode: approx. 6 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9) F2: Full-Resolution Image, 2.3 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)
	Unlimited consecutive shooting	F3: 1.0 frames/sec F2: 1.7 frames/sec

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	Flash Burst Continuous Shooting Mode	Max. 5 images (Standard mode)
Exposure Parameters	Motion Picture Recording	<p>F3: 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), 1280x720 pixels, 30fps (Motion JPEG)</p> <p>F2: 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), 1280x720 pixels, 30fps (Motion JPEG)</p>
	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
	Backlight Compensation	Yes (only in Auto Scene Mode)
	Light Metering	Intelligent Multiple
	ISO Sensitivity	i.ISO / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
	Aspect Ratio	4:3 / 3:2 / 16:9
Image Parameters	Still Picture Recording	<p>F3: 4:3 4000x3000(12M) / 3264x2448(8M EZ) / 2560x1920(5M EZ) / 2048x1536(3M EZ) / 640X480(0.3M EZ) 3:2 4000 x 2672 (10.5M) 16:9 4000 x 2248 (9M)</p> <p>F2: 4:3 3648 x 2736 (10M) / 2560 x 1920 (5M EZ) / 2048 x 1536 (3M EZ) 3:2 3648 x 2432 (9M) / 2048 x 1360 (2.5M EZ) 16:9 1920 x 1080 (2M EZ)</p>
	Image Quality	F3: No F2: Fine/ Standard
	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White SetF3: (Selectable at Portrait, Soft Skin, Self-Portrait, Sports, Baby, Pet, High Sensitivity, Highspeed Burst)
Others	Quick Menu	Yes
	Color Mode / Color Effect	Standard, Vivid, Natural, Black & White, Sepia, Cool, Warm
	Composition Guide line	Yes (1 pattern)

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		Auto Review	1sec, 2sec, Hold
		Easy Zoom / Zoom Resume	No / No
		Scene Mode Help Screen	Yes
		Self Timer	2sec / 10sec
Playback	Display	Playback Mode	Normal Playback, Slideshow, Favorites Playback
		Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calendar Display	Yes
		Set Favorites / Rotate Image	Yes / Yes
		Playback Motion Picture	Yes (Motion JPEG)
		Slideshow Mode	All Still Images / Favorites BGM Effect (Natural / Slow / Swing / Urban / OFF)
	Delete	Delete Image	Single / Multi / All / All except Favorites
		DPOF Print Setting / Set Protection	Yes / Yes
	Edit	Resize	Yes
		Copy / Text Stamp	Yes / Yes (only Baby, Pet, Travel)
		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, Greek	
	Travel Date / World Time	Yes / Yes	
Others	Monitor	LCD Monitor	F3: 2.7" TFT Screen LCD Display (230K dots), Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High Angle mode F2: 2.5" TFT Screen LCD Display (230K dots), Field of View : approx. 100%
		Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Forced Off
			F3: 0.3 - 7.1m (Wide/ISO Auto), 0.7 - 3.0m (Tele/ISO Auto) F2: 0.3 - 6.3m (Wide/ISO Auto), 0.5 - 3.0m (Tele/ISO Auto)

Media	Recording Media	F3: Built-in Memory, SD Memory Card, SDHC Memory Card, SDXC Memory Card F2: Built-in Memory, SD Memory Card, SDHC Memory Card
Audio Interface Power	Built-in-Memory	F3: Approx. 40MB F2: Approx. 50MB
	Microphone / Speaker	Mono / Yes
	Interface	AV Output (NTSC/PAL, NTSC only for N. America), USB2.0 High Speed, DC Input (requires optional DC Coupler)
	Power	ID-Security Li-ion Battery Pack (3.6V, Minimum: 740mAh) (Included)
		AC Adaptor (Input: 110-240V AC) (Optional)
Standard Package	Battery life (approx.)	F3: 220 pictures (CIPA Standard)*1 F2: 300 pictures (CIPA Standard)*1
	Included Software	PHOTOfunSTUDIO 5.0 Edition, QuickTime, Adobe Reader
	Standard Accessories	Battery Charger, Battery Pack, Battery Case, AV cable, USB Cable, Hand Strap, CD-ROM

*1 These are standard times taken at a temperature of 23°C (73.4°F) and a humidity of 50%. The time available for recording varies depending on the environment, the interval between recordings, and the manner of use. Actual recordable time is the time available for recording when repeating actions such as switching the power supply [ON]/[OFF], starting/stopping recording, zoom operation etc.

*2 CIPA is an abbreviation of [Camera & Imaging Products Association]. Temperature: 23°C (73.4°F)/Humidity: 50% when LCD monitor is on. Using a Panasonic SD Memory Card (32 MB). Using the supplied battery. Starting recording 30 seconds after the camera is turned on. (When the optical image stabilizer function is set to [AUTO].) Recording once every 30 seconds with full flash every second recording. Rotating the zoom lever from Tele to Wide or vice versa in every recording. Turning the camera off every 10 recordings and leaving it until the temperature of the battery decreases. The number of recordable pictures decreases in Auto Power LCD Mode and Power LCD Mode.

About Panasonic Malaysia Sdn Bhd

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