

28mm Wide-Angle 8x Optical Zoom Lens*

14.1-Megapixel LUMIX DMC-FH22/FH20

Featuring Simple Operation with Advanced Intelligent Auto mode

*35mm camera equivalent: 28-224mm

Kuala Lumpur, 3 February 2010 – Panasonic is pleased to introduce the new 14.1-megapixel DMC-FH22/FH20 cameras of newly developed 28mm wide angle lens with powerful 8x optical zoom (equivalent to 28mm to 224mm on a 35mm camera) as a member of Lumix new FH series.

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.

Panasonic's world-acclaimed iA (intelligent auto) mode makes it easy for anyone to take beautiful photos by various shooting-assist functions. It comprehends MEGA O.I.S.(Optical Image Stabilizer) for hand-shake, Intelligent ISO Control for subject movement, Face detection and Intelligent Scene Selector. The dedicated iA button on the top of the camera lets you 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.

What is newly featured in the FH22/FH20 is HD(high definition) movie recording capability in 720p motion jpeg. Not only viewing the movie on PC but also burning the movie and photos made into a slideshow of MPEG2 file on a DVD disc to enjoy watching it on TV via the bundled software PHOTOfunSTUDIO 5.0.

The DMC-FH22 incorporates a 3-inch, while the DMC-FH20 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. The 3.0-inch Intelligent LCD for FH22 features a touch-screen that features intuitive hybrid operation combined with the buttons. Clear menus are easy to navigate, even for seniors, thanks to the display size option. Other various upgrades make FH22/FH20 enhance fun of taking pictures.

Dressed in the brushed metal-finished panel, the slim and sleek DMC- FH22/FH20 offers an enjoyment of taking great snapshots casually with committed ease of operation even for beginners. The DMC-FH22 will be available in silver, black and red while FH20 in silver, black, red, blue and violet.

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

1. 28mm Wide Angle Powerful 8x Optical Zoom (28-224mm*) LUMIX DC Lens, 14.1-megapixel High Resolution CCD and High Performance Venus Engine IV

The 14.1-megapixel DMC-FH22/FH20 packages a newly developed 28mm wide-angle* high quality LUMIX lens with powerful 8x optical zoom into a slim, compact body. Comprising 9 elements in 7 groups, including 3 aspherical lenses with 6 aspherical surfaces, this advanced lens unit realizes the outstandingly slim and compact body yet achieving exceptional optical performance. Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 16.9x (473 mm*) by taking advantage of the high resolution CCD.

The image-processing LSI, Venus Engine IV, features advanced signal processing technology for rendering high quality images. Featured in the DMC- FH22/FH20, the multi-task image-processing engine Venus Engine IV supports a super-fast response time. The shutter release time lag is as short as approx. 0.006 second and the camera's quick response makes it easier to capture sudden, spur-of-the-moment photo opportunities together with the sonic speed AF(auto focus) that lets you lock on the subject minimum 0.35 second** and the short startup time of approx. 0.97 second.

The Venus Engine IV also supports a High Sensitivity mode that lets the DMC- FH22/FH20 record at a setting of up to ISO 6400, sensitive enough to capture subjects in near-total darkness without using a flash.***

Despite its outstanding performance, the high performance engine is also superior in its energy efficiency to feature a long battery life up to 300 shots (CIPA) per a single charge.

*35mm camera equivalent.

**At wide-end, using 1-area AF.

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

2. The iA(Intelligent Auto) mode 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 of course comes with the new FH22/FH20.

The MEGA O.I.S. suppress hand-shake and the Intelligent ISO control prevents moving subject to be blurred by optimizing the shutter speed and ISO setting, to render sharp, clear images whatever the shooting situation is. Human faces are captured in focus and appropriate exposure with the Face Detection. Unwanted red-eyes are digitally corrected and backlight compensation automatically activates if they happens. Intelligent Scene Selector, which automatically selects whichever of 6 scene modes -- Macro, Portrait, Scenery, Night Portrait, Night Scenery and newly added Sunset - 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 dedicated iA button on the top of the camera. All these make the FH22/FH20 the ultimate, super-versatile automatic camera for capturing clear, beautiful, mistake-free photos with ease.

3. Exciting Options to Expand the Fun of Photography in the High-Definition Era

All Lumix cameras can take 16:9 HD (high-definition) quality photos that perfectly fit a wide-screen HDTV for full-screen viewing. You can enjoy slideshow of photos taken with the camera in stunning HD quality by inserting an SDHD/SD memory card in to the SDHC/SD card slot with the VIErA HDTV (VIErA Image Viewer).

The new DMC- FH22/FH20 even 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). It is also possible not only to watch the movie on PC but also to upload it on YouTube with the included software PHOTOfunSTUDIO ver.5.0.

· 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.

4. Advanced 3.0-inch Touch-Screen(FS33) / 2.7-inch (FS30) Large Intelligent LCD for Easy Shooting and Playback

The DMC- FH22/FH20 incorporates an easy-to-see, 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.

The newly adopted static sensor type 3.0-inch touch screen LCD on FH22 gives users an easy, intuitive control thanks to a hybrid operation combined with the four major operation buttons. Touch operation is free and smooth either in recording and playing back images.

In recording mode, once you compose the frame, all you have to do is touch the area you wish to focus before pressing the shutter button halfway. In playback mode, you can drag the image across the screen with a finger to browse the collection of photos as you flip over the pages of the book.

5. Exciting Options to Expand the Fun of Photography

The new DMC- FH22/FH20 feature a variety of functionalities to expand fun and convenience for users at every stage to enjoy taking beautiful pictures.

A rich variety of scene modes make it easy to get beautiful photos in a range of photographic situations. Baby, Pet and Sports mode take advantage of the Intelligent ISO Control as previously described, to let you get great results even if the subjects have unexpected motion.

Furthermore, you can record the name and birthday of your children or pet and embed the information of the name and at which age in year and month the photo was taken on the photo, and choose to print either or both of them on the photo. 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 postcards.

The functions and settings used most often, such as O.I.S., consecutive shooting, auto focus point, white balance adjustment, ISO level, image size and LCD mode are quickly and easily accessed via the Quick Setting function. There's no need to open menus to adjust them.

The user can select from among several pretty icons for the camera to use for indicating when the subject is in focus. With the My Scene setting, the user can assign up to specific Scene modes to that setting, and switch instantly to the mode when desired. Menus look clearer with the Display Size option for FH20, which makes it easier to navigate, even for seniors.

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.

In addition to the conventional SD/SDHC memory card, the DMC- FH22/FH20 accepts next-generation SD format SDXC (SD eXtended Capacity), that features high potential in both capacity and data transfer speed. The DMC-FH22/FH20 is compatible with Windows 7.

About Included Software PHOTOfunSTUDIO 5.0

The latest version of exciting software PHOTOfunSTUDIO 5.0 comes bundled with DMC-FH22/FH20. 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 to 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 the 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.

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*Design and specifications are subject to change without notice.

DMC- FH22/FH20 Specifications

FH22: silver, black, red

FH20: silver, black, red, blue, violet

Metrics	Dimensions (W x H x D)	<p>FH22: 100.0 x 56.5 x 27.2 mm / excl. protrusions: 21.8 mm (3.9 x 2.3 x 1.1 in / excl. protrusions: 0.86 in)</p> <p>FH20: 100.0 x 56.5 x 27.8 mm / excl. protrusions: 22.4 mm (3.9 x 2.3 x 1.1 in / excl. protrusions: 0.88 in)</p>
	Weight	<p>FH22: Approx. 162g (0.36 lb) with Battery and SD Memory Card Approx. 140g (0.31 lb) without Battery and SD Memory Card</p> <p>FH20: Approx. 160g (0.35 lb) with Battery and SD Memory Card Approx. 138g (0.39 lb) without Battery and SD Memory Card</p>
Optics	Pixels	Camera Effective Pixels 14.1 Megapixels
	CCD	Sensor Size / Total Pixels / Filter 1/2.33-inch / 14.5 Total Megapixels / Primary Color Filter
	Lens	Aperture F3.3 - 5.9/ 2-Step (F3.3 - 10 (W) / F5.9 - 18 (T))
		Optical Zoom 8x
		Focal Length f=5-40mm (28-224mm in 35mm equiv.)
		Extra Optical Zoom (EZ) 9.5x (4:3 / 10M), 11.3x (4:3 / 7M), 13.5x (5M) 16.9x(under 3M)
	Lens	<p>LUMIX DC VARIO</p> <p>9 elements in 7 groups</p> <p>(3 Aspherical Lenses)</p>
	Optical Image Stabilizer	MEGA O.I.S. (Off / Auto / Mode1 / Mode2)
	Digital Zoom	4x

		news release		
Recording	Focus	(Max. 32.0 x combined with Optical Zoom without Extra Optical Zoom)		
		(Max. 67.5 x combined with Extra Optical Zoom)		
		Focusing Area	Normal: Wide 50 cm - infinity / Tele 200 cm - infinity Macro / Intelligent AUTO : Wide 5 cm - infinity / Tele 100cm - infinity	
		Focus Range Display	Yes	
		AF Assist Lamp	Yes	
	Shutter	Focus	FH22: Normal / Macro, Zoom Macro, Quick AF (Always On), Touch AF FH20: Normal / Macro, Zoom Macro, Quick AF (Always On)	
		AF Metering	FH22: Face / 9 pt/ 1pt / Touch Area on screen FS30: Face / 9 pt/ 1pt	
		Shutter Speed	Still: 8 - 1/1600 sec Starry Sky Mode : 15, 30, 60sec.	
		Shutter Interval	1.2 sec	
		iA	Optical Image Stabilizer	Photo & Movie
			Intelligent ISO Control	Photo
			Face Detection	Photo
			Intelligent Scene Selector	Photo (Portrait, Scenery, Night Portrait, Night Scenery, Sunset, Macro)
			Digital Red Eye Correction	Photo
		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	Intelligent AUTO, Normal Picture, SCN, My SCN, Motion Picture	
		Still Image 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, Sand Brust, Photo Frame	
		Continuous Shooting Mode	High-speed Burst Mode: approx. 4.6 frames/sec (image priority) (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)	
	Unlimited consecutive shooting	1.5 frames/sec		

	Flash Burst Continuous Shooting Mode	Max. 5 images (Standard mode)
	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)
		HD Movie 1280x720 pixels, 30fps (Motion JPEG)
Exposure Parameters	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
	Backlight Compensation	Yes (only in Intelligent AUTO mode)
	Light Metering	Intelligent Multiple
Image Parameters	ISO Sensitivity	i.ISO / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
	Aspect Ratio	4:3 / 3:2 / 16:9
	Still Picture Recording	4:3 4320x3240(14M) / 3648x2736(10M EZ) / 2560x1920(5M EZ) / 2048x1536(3M EZ) / 640x480(0.3M EZ) 3:2 4320 x 2880 (12.5M) 16:9 4320 x 2432 (10.5M)
	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White Set (Selectable at Portrait, Soft Skin, Transform, Self-Portrait, Sports, Baby, Pet, High Sensitivity, Highspeed Burst, Photo Frame)
Others	Quick Menu	Yes
	Color Mode / Color Effect	Standard, Vivid, Natural, Black & White, Sepia, Cool, Warm
	Composition Guide line	Yes (1 pattern)
	Auto Review	1sec, 2sec, Zoom, Hold
	Macro Zoom	Yes
	Orientation Detector	Yes
	Scene Mode Help Screen	Yes
	Self Timer	2sec / 10sec
	Focus Icon Select	Yes

Playback	Display	Playback Mode	Normal Playback, Slideshow, Favorites Playback
		Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calendar Display	Yes
		Set Favorites Image	Yes
		Playback Motion Picture	Yes (Motion JPEG)
		Slideshow Mode	All / Category / 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 / Trim	Yes / Yes	
	Copy / Title Edit / Text Stamp	Yes / No / 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	FH22: 3.0" TFT Touch Screen LCD Display (230K dots) FH20: 2.7" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High Angle mode
		Touch Panel	FH22: Yes FH20: No
		Flash	Built-in-Flash
	Media		Recording Media
		Built-in-Memory	Approx. 40MB
	Audio	Microphone / Speaker	Mono / Yes
	Interface	Interface	AV Output (NTSC/PAL, NTSC only for N. America), USB2.0 Full-speed, DC Input (requires optional DC coupler)
	Power	Power	ID-Security Li-ion Battery Pack (3.6V, Minimum: 740mAh) (Included)

		AC Adaptor (Input: 110-240V AC) (Optional)
	Battery Life	Approx.300 pictures (CIPA Standard)*1*2
Standard Package	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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For press members, download press release and photos at www.pmpressroom.com

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