

28mm Wide-Angle 5x Optical Zoom Lens*

14.1-Megapixel DMC-FH3 and 12.1-Megapixel DMC-FH1

Featuring Simple Operation with Advanced Intelligent Auto mode

*35mm camera equivalent: 28-140mm

Kuala Lumpur, 3 February 2010 – Panasonic is pleased to introduce the new 14.1-megapixel DMC-FH3 and 12.1-megapixel DMC-FH1 cameras of newly developed 28mm wide angle lens with 5x optical zoom (equivalent to 28mm to 140mm on a 35mm camera) with 2.7-inch Intelligent LCD as a member of Lumix new FH series.

The FH series, a sister line of the 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 5x optical zoom models differ in the recording resolution, 14.1-megapixel FH3 and 12.1-megapixel FH1.

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 FH3/FH1 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-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 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 enhance fun of taking pictures.

Dressed in the brushed metal-finished panel, the slim and sleek FH3/FH1 offers an enjoyment of taking great snapshots casually with easy operation even for beginners.

The DMC-FH3 will be available in silver, black red, blue and pink while FH1 in silver, black, blue, pink and orange.

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

1. 28mm Wide Angle Powerful 5x Optical Zoom (28-140mm*) LUMIX DC Lens, 14.1-megapixel (FH3)/12.1-megapixel (FH1) High Resolution CCD and High Performance Venus Engine IV

The 14.1-megapixel DMC-FH3 and 12.1-megapixel DMC-FH1 package a 28mm wide-angle* high quality LUMIX lens with powerful 5x optical zoom into a slim, compact body.

Comprising 6 elements in 5 groups, including 3 aspherical lenses with 5 aspherical surfaces, this advanced lens unit realizes the outstandingly slim and compact body yet achieving exceptional optical performance.

Furthermore, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 10.5x (294mm*) for FH3/9.8x (274mm*) for FH1 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- FH3/FH1, 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(FH3) / 0.007(FH1) 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. 1.01 second.

The Venus Engine IV also supports a High Sensitivity mode that lets the DMC- FH3/FH1 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 310 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 making 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 comes with the new FH3/FH1. 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 FH3/FH1 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- FH3/FH1 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 2.7-inch Large 230,000-dot Intelligent LCD for Easy Shooting and Playback

The DMC- FH3/FH1 incorporates an easy-to-see, large, 2.7-inch 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.

5. Exciting Options to Expand the Fun of Photography

The new DMC- FH3/FH1 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.

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, 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- FH3/FH1 accepts next-generation SD format SDXC (SD eXtended Capacity), that features high potential in both capacity and data transfer speed. The DMC- FH3/FH1 is compatible with Windows 7.

About Included Software PHOTOfunSTUDIO 5.0

The latest version of exciting software PHOTOfunSTUDIO 5.0 comes bundled with DMC-FH3/FH1. 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.

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*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.

*Design and specifications are subject to change without notice.

DMC- FH3/FH1 Specifications

FH3: silver, black, red, blue, pink
 FH1: silver, black, blue, pink, orange

Metrics	Dimensions (W x H x D)	<p>FH3: 98.4 x 55.2 x 24.0 mm / excl. protrusions: 21.3 mm (3.87 x 2.17 x 0.94 in / excl. protrusions: 0.84 in)</p> <p>FH1: 98.4 x 55.2 x 23.4 mm / excl. protrusions: 20.7 mm (3.87 x 2.17 x 0.92 in / excl. protrusions: 0.81 in)</p>	
	Weight	<p>FH3: Approx. 147g (0.32 lb) with Battery and SD Memory Card Approx. 125g (0.27 lb) without Battery and SD Memory Card</p> <p>FH1: Approx. 145g (0.32 lb) with Battery and SD Memory Card Approx. 123g (0.27 lb) without Battery and SD Memory Card</p>	
Optics	Pixels	Camera Effective Pixels	<p>FH3: 14.1 Megapixels FH1: 12.1 Megapixels</p>
	CCD	Sensor Size / Total Pixels / Filter	<p>FH3: 1/2.33-inch / 14.5 Total Megapixels / Primary Color Filter</p> <p>FH1: 1/2.33-inch / 12.7 Total Megapixels / Primary Color Filter</p>
	Lens	Aperture	F2.8 - 6.9 / 2-Step (F2.8 - 9 (W) / F6.9 - 20 (T))

		news release
	Optical Zoom	5x
	Focal Length	f=5-25mm (28-140mm in 35mm equiv.)
	Extra Optical Zoom (EZ)	FH3: 5.9x (4:3 / 10M), 8.4x (4:3 / 5M), 10.5x(under 3M) FH1: 6.1x (4:3 / 8M), 7.8x (4:3 / 5M), 9.8x(under 3M)
	Lens	LUMIX DC VARIO 6 elements in 5 groups (3 Aspherical Lenses)
	Optical Image Stabilizer	MEGA O.I.S. (Off / Auto / Mode1 / Mode2)
	Digital Zoom	4x (Max. 20.0 x combined with Optical Zoom without Extra Optical Zoom) FH3: (Max. 42.0 x combined with Extra Optical Zoom) FH1: (Max.39.2x combined with Extra Optical Zoom)
Focus	Focusing Area	Normal: Wide 50 cm - infinity / Tele 100 cm - infinity Macro / Intelligent AUTO : Wide 5 cm - infinity / Tele 100cm - infinity
	Focus Range Display	Yes
	AF Assist Lamp	Yes
	Focus	Normal / Macro, Zoom Macro, Quick AF (Always On)
	AF Metering	Face / 9 pt/ 1pt
Shutter	Shutter Speed	Still: 8 - 1/1600 sec Starry Sky Mode : 15, 30, 60sec.
	Shutter Interval	FS11: Approx.1.2 sec FS10: Approx. 1.1 sec
Recording	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(Red-eye Removal)	Photo
File	iA Direct Button	Yes
	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, Film Grain, Photo Frame
	Continuous Shooting Mode	FH3: 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) FH1: High-speed Burst Mode: approx. 5.5 frames/sec (image priority)(recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)
	Unlimited consecutive shooting	FS11: 1.5 frames/sec FS10: 1.8 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 1280 x 720 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
	ISO Sensitivity	i.ISO / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
Image Parameters	Aspect Ratio	4:3 / 3:2 / 16:9
	Still Picture Recording	FH3: 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)

		<p>news release</p> <p>FH1: 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>	
	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)	
	Quick Menu	Yes	
	Color Mode / Color Effect	Standard, Vivid, Natural, Black & White, Sepia, Cool, Warm	
Others	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 / Dual-Image Playback	Yes
		Set Favorites / Rotate 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	2.7" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode, High Angle mode
		Flash	Built-in-Flash
	Media	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card, SDXC Memory Card
		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. 310 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

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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Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Simone Pan
Executive, Corporate Communications & Branding
Tel: 03 7809 7874 Fax: 03 7955 1857 Mobile: 012 6945966
Email: simone.pan@my.panasonic.com

Product Contact: Patricia Yaw
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