

Ultra-Flat, Lean Design Stylish Digital Camera

With 4x Optical Zoom Lens and iA(Intelligent Auto) Mode

14.1-Megapixel LUMIX DMC-FP3 and 12.1-Megapixel DMC-FP1

*35mm camera equivalent: 35-140mm

Kuala Lumpur, 3 February 2010 – Panasonic is pleased to introduce the new ultra slim design digital camera 14.1-megapixel DMC-FP3 and 12.1-megapixel DMC-FP1 of newly developed ultra thin 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 of it 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.

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 FP3/ FP1 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-FP3 incorporates a 3-inch, while the DMC-FP1 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 FP3 features a touch-screen that boasts an intuitive hybrid operation combined with the buttons. Other various upgrades make FP3 /FP1 enhance fun of taking pictures.

Built of high-quality aluminum, the DMC-FP3/ FP1 bring an especially wide color variation to the series to choose from, with silver, black, red, navy, gray, orange, violet, blue, light pink, pink and green for FP3, and silver, black, red, gray, orange, blue, pink and green for FP1. Uncompromising beauty lies in both appearance and recording photo of the DMC-FP3/ /FP1.

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

1. 4x Optical Zoom (35-140mm*) Lens with Folded Optics to Fit in a Flat, Futuristic Design and 14.1-Megapixel(FP3/FP2) / 12.1-Megapixel(FP1) High Resolution CCD

The DMC-FP3/FP1 features a high-quality 4x optical zoom Lumix DC Lens(35-140mm*). The folded optics of the shaft guide method is adopted to secure the toughness of the lens unit. Comprising 11 elements and a prism unit in 10 groups, including an ED lens and 4 aspherical lenses with 7 aspherical surfaces, this advanced lens unit renders high resolution image corner to corner even adopting the folded optics.

Further, in 3-megapixel resolution mode, the Extra Optical Zoom function provides additional magnification, extending the zoom power to 8.4x (294mm*) for FP3/FP2 and 7.8x (273mm*) for FP1 by using the center part 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-FP3/FP1, 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 (FP3) / 0.007 (FP1) second. 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 0.33 second** and the short start-up time of approx. 0.96 second.

The Venus Engine IV also supports a High Sensitivity mode that lets the DMC-FP3/FP1 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 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 mis-shots. This mode comes with the new FP3/FP1. 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 the 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 FP3 /FP1 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- FP3/FP1 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 (FP3) / 2.7-inch (FP1) Large Intelligent LCD for Easy Shooting and Playback

The DMC-FP3/FP1 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 FP3 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-FP3/ FP1 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.

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-FP3/FP2/FP1 accepts next-generation SD format SDXC (SD eXtended Capacity), that features high potential in both capacity and data transfer speed. The DMC-FP3/ FP1 is compatible with Windows 7.

About Included Software PHOTOfunSTUDIO 5.0

The latest version of exciting software PHOTOfunSTUDIO 5.0 comes bundled with DMC-FP3/ FP1. 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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*Design and specifications are subject to change without notice.

DMC- FP3/FP1 Specifications

FP3: silver, black, red and violet,

FP1: silver and black

Metrics	Dimensions (W x H x D)	98.6 x 58.9 x 18.6 mm / excl. protrusions: 16.4 mm (3.88 x 2.32 x 0.73 in / excl. protrusions: 0.65 in)
	Weight	FP3: Approx. 145g (0.32 lb) with Battery and SD Memory Card Approx. 125g (0.28 lb) without Battery and SD Memory Card FP1: Approx. 141g (0.31 lb) with Battery and SD Memory Card Approx. 121g (0.27 lb) without Battery and SD Memory Card
Optics	Pixels	Camera Effective Pixels FP3, FP2: 14.1 Megapixels FP1: 12.1 Megapixels
	CCD	Sensor Size / Total Pixels / Filter FP3: 1/2.33-inch / 14.5 Total Megapixels / Primary Color Filter FP1: 1/2.33-inch / 12.7 Total Megapixels / Primary Color Filter
	Lens	Aperture F3.5 - F5.9 / Multistage Iris Diaphragm (F3.5 - 5.6 (W) / F5.9 - 7.1 (T))
		Optical Zoom 4x
		Focal Length f=6.3-25.2mm (35-140mm in 35mm equiv.)
		Extra Optical Zoom (EZ) FP3: 4.7x (4:3 / 10M), 6.8x (4:3 / 5M), 8.4x (under 3M) FP1: 4.9x (4:3 / 8M), 6.3x (4:3 / 5M), 7.8x (under 3M)
		Lens LUMIX DC VARIO 11 elements in 10 groups (4 Aspherical Lenses)
		Optical Image Stabilizer MEGA O.I.S. (Off / Auto / Mode1 / Mode2)
		Digital Zoom 4x (Max. 16.0 x combined with Optical Zoom without Extra Optical Zoom) FP3,FP2: (Max. 33.8 x combined with Extra Optical Zoom) FP1: (Max.31.3.x combined with Extra Optical Zoom)
	Focus	Focusing Area Normal: Wide 50 cm - infinity / Tele 50 cm - infinity Macro / Intelligent Auto : Wide 10 cm - infinity / Tele 50cm - infinity
		Focus Range Display Yes
		AF Assist Lamp Yes

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Recording	iA			
		Shutter	Focus	FP3: Normal / Macro, Zoom Macro, Quick AF (Always On), Touch AF FP1: Normal / Macro, Zoom Macro, Quick AF (Always On)
			AF Metering	FP3: Face / 9 pt/ 1pt / Touch Area on screen FP1: Face / 9 pt/ 1pt
			Shutter Speed	Still: 8 - 1/1600 sec Starry Sky Mode : 15, 30, 60sec.
			Shutter Interval	FP3,FP2: Approx.1.2 sec FP1: Approx. 1.0 sec
			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
			Recording Modes	Interface
File Format	Still Image: JPEG(DCF/Exif2.21)			
	Motion picture: QuickTime Motion JPEG			
Mode Switch	[Recording] / [Playback]			
Mode Dial / Mode Button	FP3, FP1: 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	FP3: 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) FP1: 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	FP3: 1.5 frames/sec FP1: 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
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	FP3: 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)
		FP1: 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)
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		Yes
		Standard, Vivid, Natural, Black & White, Sepia, Cool, Warm
		Yes (1 pattern)
		1sec, 2sec, Hold
		Yes
		Yes
		2sec / 10sec

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Yes

			news release Yes
Playback	Display	Playback Mode	Normal Playback, Slideshow, Category Playback, Favorites Playback
		Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calendar Display	Yes
		Set Favorites	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	FP3: 3.0" TFT Touch Screen LCD Display (230K dots) FP2, FP1: 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	FP3: Yes FP2, FP1: No
	Flash	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Forced Off 0.3 - 4.9m (Wide/ISO Auto), 0.5 - 2.9m (Tele/ISO Auto)
		Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card, SDXC Memory Card
	Media	Built-in-Memory	Approx. 40MB
		Audio	Microphone / Speaker
	Interface	Interface	AV Output (NTSC/PAL, NTSC only for N. America), USB2.0 Full-speed, DC Input
	Power	Power	ID-Security Li-ion Battery Pack (3.7V, Minimum: 695mAh) (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

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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