

**The Ultimate Slim and Stylish Camera DMC-FX68
with 25mm Ultra Wide Angle to Powerful 5x Optical Zoom*
Featuring Intelligent Resolution Technology**

*35mm film camera equivalent: 25-125mm

Kuala Lumpur, 3 February 2010 – Panasonic is pleased to introduce the new 14.1-megapixel LUMIX DMC-FX68 to the world acclaimed slim and stylish FX series.

The new image processing technology “Intelligent Resolution” is incorporated in the Venus Engine VI for FX68. It will detect the edges of the subject and compose a detailed texture or just a soft gradation first and give appropriate enhancements to the edges and textured areas respectively.

Unlike the uniform enhancement of sharpness, it is possible to perform the optimum signal processing to give a whole image outstandingly natural clearness with fine details. This technology is integrated in iA (Intelligent Auto) mode -- a hallmark of LUMIX cameras -- making it possible to offer best automatic setting according to the scene.

The powerful 5x optical zoom can be increased to 6.5x equivalent with the Intelligent Zoom* function taking advantage of the Intelligent Resolution technology maintaining the picture quality even using digital zoom. The 25mm ultra wide-angle feature is ideal for both broad landscapes and tight indoor shots, letting photographers capture a wider view.

The 14.1-megapixel high resolution CCD reproduce the detailed images corner to corner with trimming or even with the more powerful Extra Optical Zoom by using the center part of it.

Notably 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.

Newly added options for FX68 expand the fun of casual photography. The Happy mode, a color option in the iA mode, applies color filter to look both photo and movie more vivid. A new scene mode Cosmetic mode lets you take portraits with desired color and transparency of skin. Sunset mode helps capture a impressive sunset.

With a variety of color options of high-quality aluminum texture, the slim, ultra compact FX68 best suits users who are awaiting the stylish camera that goes beyond the others.

* Equivalent to 35mm camera: 25-125mm.

1. 25mm Ultra-Wide-Angle 5x Optical Zoom F2.8 LEICA DC VARIO-ELMARIT Lens and 14.1-Megapixel High Resolution CCD

The 14.1-megapixel DMC-FX68 packages a 25mm LEICA DC VARIO-ELMARIT high-quality lens with 5x optical zoom, offering F2.8 brightness*.

Comprising 7 elements in 6 groups, including 3 aspherical lenses with 5 aspherical surfaces, this advanced lens unit passes Leica's stringent standards and delivers an exceptional optical performance.

Notably, Panasonic achieved the world's first incorporation of 0.3mm super thin aspherical lens and industry first 0.3mm spherical lens, both mold and mass production are difficult, into the newly developed lens unit. This makes it possible to fit the 25-125mm high performance lens in an astonishingly slim and compact body. The 25mm ultra wide-angle lens records almost double the viewing space at the same shooting distance compared to ordinary 35mm cameras.

Thanks to the newly incorporated Intelligent Resolution technology, the Intelligent Zoom is available with the FX68 which extends the zoom ratio by approx.1.3x maintaining the picture quality even using a digital zoom. This means the 5x optical can virtually extend to 6.5x equivalent. Furthermore, the Extra Optical Zoom function that extends zoom power to 10.5x (at 3-megapixel resolution) by using the center part of the 14.1-megapixel high resolution CCD to bring subjects even closer.

* Equivalent to 35mm camera: 25-125mm.

2. The New Venus Engine VI Integrating Intelligent Resolution Technology Assures High Picture Quality

The high-speed, high-performance Venus Engine V has been re-engineered to compile the new image processing technology “Intelligent Resolution” to be the Venus Engine VI. It enables the recording of beautiful images with higher quality signal processing.

With the Intelligent Resolution technology, 3 areas –outlines, detailed texture areas and soft gradation areas are automatically detected. The outline parts are enhanced effectively to give edges more clearness while giving a moderate accentuation to the texture areas to look it more finely detailed. To the soft gradation part, superior noise reduction process of the Venus Engine VI is applied to make it smoother. Apart from the uniform enhancement of sharpness, the innovative technology Intelligent Resolution precisely performs signal processing pixel by pixel in the most effective way for it. As a result, images are naturally clear and crisp with fine detail.

The Intelligent Resolution technology also realizes Intelligent Zoom, which virtually extends the optical zoom ratio by 1.3x to 6.5x equivalent maintaining the picture quality even combining the digital zoom. Details of a image in high sensitivity recording tend to be lost in the noise reduction process, however, the Intelligent Resolution works to keep them.

At the same time, the multi-task image-processing engine Venus Engine VI supports a super-fast response time. The shutter release time lag is as short as approx. 0.005 second and the camera's quick response makes it easier to capture sudden, spur-of-the-moment photo opportunities together with the industry's fastest level of Sonic Speed AF (Auto Focus) that lets you lock on the subject minimum in approx. 0.25(wide-end) / 0.27(tele-end) second* and the short startup time of approx. 1.06 second. The high performance Venus Engine VI is also more energy efficient compared with the conventional Venus Engine V, extending the battery life up to 380 shots (CIPA) per a single charge.

*Using 1-area AF.

3. iA (Intelligent Auto) Further Evolved with Intelligent Resolution Technology

Panasonic incorporated the iA (Intelligent Auto) mode in pursuit of the ultimate ease of operation and the reduction of misshots. In the iA mode the camera does all the work, leaving you free to compose shots and capture moments. Just press, aim and shoot. This mode is now further advanced with the inclusion of Intelligent Resolution technology for DMC-FX68.

The hand-shake component, which is physically generated when pressing the shutter button or when shooting at night with a slow shutter speed, is recognized as a low-frequency vibration, for which the new POWER O.I.S. is particularly effective. This greatly improves the quality of shots taken at night or indoors where a flash cannot be used, or where the photographer doesn't want to use a flash because it would spoil the mood. It captures beautiful photos in situations that previously resulted in blurring. The Face Recognition function remembers registered faces to give an appropriate AF/AE on the people.

The 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.

In addition, newly incorporated Intelligent Resolution technology is always activated in the iA mode which results in the clearer and higher picture quality even with the 1.3x extended zoom range by Intelligent Zoom equivalent to 6.5x.

Once you enter the iA mode, these functions happen automatically together with other powerful shooting-assist functions -- AF Tracking, Intelligent ISO Control and Intelligent Exposure -- 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.

Newly added Happy Mode, a color mode option in the iA mode, optimizes color, saturation and brightness to make the image more vivid and true to the color of the scene you memorized.

4. 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 slideshows of photos taken with the camera in stunning HD quality by inserting an SD Memory Card in to the VIERA Image Viewer (SD Memory Card slot) with VIERA HDTV.

The new DMC-FX668 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). You can use an optional mini HDMI cable to output the still and motion images you took from the FX68 directly to play back them on the TV for VIERA Link. You can take maximum advantage of Lumix camera's playback functions including the slideshow in which both still and motion images integrated in the timeline, category playback according to the scene mode you used or calendar display and so on. All control is possible using only the TV's remote control.

In addition, with the included software PHOTOfunSTUDIO 5.0, it is easy to view and edit your recorded contents. You may also choose to upload your videos to YouTube or burn them to a DVD disc for archiving.

- Motion images can be recorded continuously for up to 15 minutes in some countries.
- Continuous recording exceeding 2GB is not possible when recording motion JPEG. Remaining time for continuous recording is displayed on the screen.

- Use a card with SD Speed Class with "Class6" or higher when recording motion pictures in [MOTION JPEG].

*SD Speed Class is the speed standard regarding continuous writing.

5. Other Versatile Functions Adding to the Photographic Enjoyment

The FX68 is equipped with a 2.7-inch, 230,000-dot Intelligent LCD with super high resolution and a wide viewing angle. The screen brightness automatically adjusts in 11 steps as the surrounding brightness level changes, ensuring easy visibility at all times. The big screen reflects fine details, making it easy to check the focus before shooting. It also serves as a small photo and video viewer, allowing the user and friends to enjoy viewing the still and motion images together.

The new scene mode Cosmetic mode, featured only in the FX68, allows to take portraits with favored skin color(soft skin, natural skin, summer look) and degree of transparency of skin detail(low, standard, high). This makes it possible to take portraits with different impression of skin, for example, you can look yourself suntanned even if you're not or you can defocus the unwanted wrinkles or mottles like having a underlight for studio photoshooting.

In addition to the conventional SD/SDHC Memory Card, the DMC-FX68 accepts the next-generation SD format SDXC (SD eXtended Capacity), that features high potential in both capacity and data transfer speed. The DMC-FX68 is compatible with Windows 7.

About Included Software PHOTOfunSTUDIO 5.0

The latest version of exciting software PHOTOfunSTUDIO 5.0 Edition comes bundled with DMC-FX68. With quick start-up and fast read-in of images, the PHOTOfunSTUDIO 5.0 Edition 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. It also lets you create a 360-degree rotation panorama file in MOV, which is especially easy if Panorama Assist mode in the camera is used. 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 photos and motion pictures with greater ease and fun.

*Leica is a registered trademark of Leica Microsystems IR GmbH.

*The LEICA DC VARIO-ELMARIT lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

*HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

*YouTube is a trademark of Google Inc.

*All other company and product names are trademarks of their respective corporations.

*This unit is compatible with both SD/SDHC/SDXC Memory Cards. You can only use SDHC Memory Cards on devices that are compatible with them. You cannot use SDHC Memory Cards on devices that are only compatible with SD Memory Cards. (When using a SDHC Memory Card on another device, be sure to read the operating instructions for that device.)

*Some accessories are not available in some countries.

*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- FX68 Specifications

Silver, Black, Pink, Violet and Gold

Metrics	Dimensions (W x H x D)	97.0 x 54.1 x 21.8 mm / excl. protrusions: 19.2 mm (3.82 x 2.13 x 0.86 in / excl. protrusions: 0.76 in)	
	Weight	Approx. 145g with Battery and SD Memory Card (0.32 lb) Approx. 123g without Battery and SD Memory Card (0.27 lb)	
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	F2.8 - 5.9/ Iris Diaphragm (F2.8 - 6.3 (W) / F5.9 - 6.3 (T))
		Optical Zoom	5x
		Focal Length	f=4.5-22.5mm (25-125mm in 35mm equiv.)
		Extra Optical Zoom (EZ)	7.0x (4:3 / 7M), 8.4x (4:3 / 5M), 10.5x (under 3M)
		Intelligent Zoom	6.5x
		Lens	LEICA DC VARIO-ELMARIT 7 elements in 6 groups (3 Aspherical Lenses / 5 Aspherical surfaces / 1 ED Lenses)
		Optical Image Stabilizer	Power O.I.S. (Off / Auto / Mode1 / Mode2)
	Focus	Digital Zoom	4x (Max. 20.0 x combined with Optical Zoom without Extra Optical Zoom) (Max. 42.0 x combined with Extra Optical Zoom)
		Focusing Area	Normal: Wide 50 cm - infinity / Tele 100 cm - infinity Macro / Intelligent AUTO / Clipboard: Wide 3 cm - infinity / Tele 100cm - infinity
		Focus Range Display	Yes
		AF Assist Lamp	Yes
Focus		Normal / Macro, Zoom Macro, Quick AF On/Off (On in Intelligent Auto),	

		AF Tracking	
Shutter	AF Metering	Face / AF Tracking / 11pt / 1pt HS / 1pt / Spot	
	Shutter Speed	Still: 8 - 1/2000 sec Starry Sky Mode : 15, 30, 60sec.	
	Shutter Interval	approx. 1.2 sec	
	Recording	iA	
Recording Modes	Face Recognition	Photo	
	Intelligent ISO Control	Photo	
	Face Detection	Photo	
	Intelligent Scene Selector	Photo (Portrait, Scenery, Night Portrait, Night Scenery, Sunset, Macro)	
	Intelligent Exposure	Photo & Movie	
	AF Tracking	Photo	
	Digital Red Eye Correction (Red-eye Removal)	Photo	
	Intelligent Resolution Technology	Photo & Movie	
	File	File Format	Still Image: JPEG(DCF/Exif2.21) Image with Audio: JPEG (DCF / Exif2.21) + QuickTime, Motion picture: QuickTime Motion JPEG
	Interface	Mode Switch	[Recording] / [Playback]
Recording Modes	Mode Dial / Mode Button	Intelligent Auto, Normal Picture, Cosmetic, SCN, Motion Picture, Clipboard	
	Still Image Scene Mode	Portrait, Soft Skin, Transform, Self-Portrait, Scenery, Panorama Assist, 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, Pinhole, Film Grain, High Dynamic(Standard, Art, B&W), Photo Frame	
	Continuous Shooting Mode	Full-Resolution Image, 1.8 frames/sec Max. 5 images (Standard mode), Max. 3 images (Fine Mode) High-speed Burst Mode: approx. 6.0 frames/sec (image priority) approx. 10 frames/sec (speed priority) (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)	
	Flash Burst Continuous	Max. 5 images (Standard mode)	

Exposure Parameters	Shooting 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 (QuickTime Motion JPEG)
	Exposure	Program AE
	Exposure Compensation	1/3 EV step, +/-2 EV
	Backlight Compensation	Yes (only in Intelligent AUTO mode)
	Auto (AE) Bracketing	+/- 1/3 EV ~1EV step, 3 frames
	Light Metering	Intelligent Multiple
Image Parameters	ISO Sensitivity	Auto / 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) / 3072x2304(7M) / 2560x1920(5M) / 2048x1536(3M) / 640x480(0.3M) 3:2 4320x2880 (12.5M) / 3648x2432 (9M) / 3072x2048 (6M) / 2560x1712 (4.5M) / 2048x1360 (2.5M) / 640x424 (0.3M) 16:9 4320x2432 (10.5M) / 3648x2056 (7.5M) / 3072x1728 (5.5M) / 2560x1440 (3.5M) / 1920x1080 (2M) / 640x360 (0.2M)
	Image Quality	Fine / Standard
	White Balance	Auto / Daylight / Cloudy / Shade / Halogen / White Set (Selectable at Portrait, Soft Skin, Transform, Self-Portrait, Panorama Assist, Sports, Baby, Pet, High Sensitivity, Highspeed Burst, Pinhole, Photo Frame, High Dynamic, Cosmetic)
	Quick Menu	Yes
	Color Mode / Color Effect	Standard, Vivid, Natural, Black & White, Sepia, Cool, Warm,

		news release Happy (only in iA Mode)	
Others	Still Image with Audio Recording	5 sec	
	Real-time histogram	Yes	
	Composition Guide line	Yes (2 pattern)	
	Auto Review	1sec, 2sec, Hold	
	Macro Zoom	Yes	
	Orientation Detector	Yes	
	Scene Mode Help Screen	Yes	
	Self Timer	2sec / 10sec	
	Focus Icon Select	Yes (in Face Recognition only)	
	Playback	Display	Playback Mode
Thumbnails / Zoomed Playback			12,30-thumbnails / Max 16x
Calendar Display /			Yes
Set Favorites			Yes
Playback Still Images with Audio			Yes
Playback Motion Picture			Yes (Motion JPEG)
Slideshow Mode			All / Still Images Only / Motion Picture Only / Category / Favorites BGM Effect (Natural / Slow / Swing / Urban / OFF)
Show Histogram			Yes
Delete		Delete Image	Single / Multi / All / All except Favorites
		DPOF Print Setting / Set Protection	Yes / Yes
Edit		Resize / Trim / Leveling	Yes / Yes / Yes
		Copy / Title Edit / Text Stamp	Yes / Yes / Yes
		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% Wide Viewing Angle AUTO Power LCD mode, Power LCD mode
	Flash	Built-in-Flash
		Auto, Auto/Red-eye Reduction, Forced On, Slow Sync./Red-eye Reduction, Forced Off 0.6 - 6.0m (Wide/ISO Auto), 1.0 - 2.8m (Tele/ISO Auto)
	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), mini HDMI, USB2.0 High speed, DC Input (requires optional DC Coupler)
	Network	Viera Link
	Yes	
	HDMI output	
	Video: Auto / 1080i / 720p / 480p(576p for PAL) Audio: Mono	
Power	Power	
	ID-Security Li-ion Battery Pack (3.6V, Minimum: 940mAh) (Included) AC Adaptor (Input: 110-240V AC) (Optional)	
	Battery Life (approx.)	
	380 pictures (CIPA Standard)*1	
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	

Note:

*1

Recording conditions by CIPA standard

- CIPA is an abbreviation of [Camera & Imaging Products Association].
- Temperature: 23 oC (73.4 oF)/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.

*2

- These are standard times taken at a temperature of 23 oC (73.4 oF) 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.
 - Motion picture recorded continuously in [MOTION JPEG] is up to 2 GB. Only the maximum recordable time for 2 GB is displayed on the screen.
- Motion pictures can be recorded continuously for up to 15 minutes in European PAL area.

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.

For press members, download press release and photos at www.pmpressroom.com

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

###