

Panasonic

ideas for life

2009
DIGITAL CAMERAS

About the performance of Face Recognition function

Recognition performance varies greatly depending on shooting conditions, i.e., according to factors such as angles, facial expression and lighting, so operation under all conditions cannot be guaranteed. Because the camera searches for faces that are similar to registered faces, there are cases where the faces are not correctly recognized when the registered image and the shooting image varies much. When facial characteristics are similar, particularly between parents and their children or brothers and sisters, the camera may not distinguish the faces.

About Waterproof / Dustproof performance of the camera "DMC-FT1"

This camera is waterproof / dustproof equivalent to "IP58", and is possible to record at a maximum of 3.0 m depth/60 min. This does not guarantee non-destruction, non-malfunction, and water-proofing in all conditions. Please observe specified precautions and avoid product-use beyond the guaranteed underwater duration, or beyond the guaranteed depth of water.

- Attention - To prevent water leakage, confirm that there is no foreign object near card/battery door then close door by pressing until it clicks. • Use underwater up to 3.0 m depth and not longer than 60 minutes continuously. • Do not leave under low temperature in the cold climate, or where the temperature is above 40°C for a long period of time. • When the unit is splashed with detergent, soap, hot spring, bath additive, sun oil, sunscreen, chemical, etc., wipe it off immediately. • After use at the seaside or underwater, soak the unit in fresh water pooled in a shallow container for 10 minutes or less. Do not leave uncared for more than 60 minutes after using underwater. It may cause deterioration of the waterproof performance. • Foreign materials may be attached if the zoom lever or mode dial does not move smoothly. Soak the unit in fresh water, shake it well and then wash the zoom lever and mode dial with tap water. • To maintain the waterproof performance, it is recommended that the waterproof seal (with fee) is replaced at least once every 1 year at the retail store where you have bought the camera.

About Shockproof performance of the camera "DMC-FT1"

This camera has passed a drop test from 1.5 m in height in accordance with "MIL-STD 810F Method 516.5-Shock", but this does not guarantee non-destruction, non-malfunction, and water-proofing in all conditions. Water-proofing is not guaranteed if the unit is subject to an impact as a result of being hit or dropped etc.

- Drop Test - Test standard: MIL-STD 810F Method 516.5-Shock • Drop height: 1.5m • Drop surface: 5cm thick plywood • Number of units tested: 5 • Drop orientations: 26 (each face, edge and corner) • Number of drops: 1 (for each orientation) • Unit inspected after each drop and found to be operating within product specifications. Change of appearance - paint-loss or deformation not measured.

•PHOTOfunSTUDIO: Requires Microsoft® Windows® 2000/XP or Vista®. •SILKYPIX® Developer Studio: Requires Microsoft® Windows® 2000/XP or Vista® (Only a systems administrator with authority can install software on a Windows® XP or 2000), or Apple® Mac OS® X v10.2 or later (Version 10.3 or later is recommended). •ArcSoft® MediaImpression™, Panorama Maker™: Require Microsoft® Windows® 2000/XP/Vista®, or Apple® Mac OS® v10.3 or newer (Version 10.4 or later is recommended). •Weight and dimensions shown are approximate. •Design, functions, and specifications are subject to change without notice. •Some sample images are simulated. •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. •AVCHD Lite motion images recorded onto an SD Memory Card or a DVD disc cannot be played from a device that does not support the AVCHD standard. •The "AVCHD Lite" and "AVCHD Lite" logos are trademarks of Panasonic Corporation and Sony Corporation. AVCHD is a high-definition (HD) digital video recording / playback format jointly established by Panasonic Corporation and Sony Corporation. AVCHD Lite is a subset of the AVCHD format for HD digital video cameras with HD video recording restricted to 720P. The new "AVCHD Lite" logo and the "AVCHD Lite" license are restricted to devices within the AVCHD Video Camera category. Digital cameras have been added to the AVCHD Video Camera category. For more details, please refer to the "AVCHD Information Website". <http://www.avchd-info.org/> •Leica is a registered trademark of Leica Microsystems IR GmbH. •The LEICA DC VARIO-ELMARIT, VARIO-ELMAR, and VARIO-SUMMICRON 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. •YouTube is a trademark of Google Inc. •Dolby and the double-D symbol are trademarks of Dolby Laboratories. •HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. •Microsoft® and Windows® are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. •Apple® and Mac OS® are either registered trademarks or trademarks of Apple, Inc. in the United States and/or other countries. •QuickTime and the QuickTime logo are trademarks or registered trademarks of Apple, Inc., used under license therefrom. •Other names of systems and products mentioned in this brochure are generally the registered trademarks or trademarks of the manufacturers who developed the system or product concerned.



Panasonic

<http://panasonic.net/lumix>

Official Worldwide
Olympic Partner

Panasonic



LOCAL DEALER

LUMIX

SUPER ZOOM MODELS

NEW
FZ35



Black [page14](#)

12.1 Megapixels 27mm WIDE 18x Optical Zoom 2.7" LCD Manual Operation iA PHOTO & MOVIE POWER O.I.S. HD MOVIE AVCHD Lite

NEW
ZR1



Silver Black Red [page08](#)

12.1 Megapixels 25mm WIDE 8x Optical Zoom 2.7" LCD iA PHOTO & MOVIE POWER O.I.S. HD MOVIE

TZ7



Silver Black Brown [page16](#)

10.1 Megapixels 25mm WIDE 12x Optical Zoom 3.0" LCD iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE AVCHD Lite

TZ6



Silver Black [page16](#)

10.1 Megapixels 25mm WIDE 12x Optical Zoom 2.7" LCD iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE

STYLISH MODELS

NEW
FX65



Silver Black Pink Violet [page12](#)

12.1 Megapixels 25mm WIDE 5x Optical Zoom 2.7" LCD iA PHOTO & MOVIE POWER O.I.S. HD MOVIE

NEW
FP8



Silver Black Pink Red Green Violet Blue [page10](#)

12.1 Megapixels 28mm WIDE 4.6x Optical Zoom 2.7" LCD iA PHOTO & MOVIE POWER O.I.S. HD MOVIE

FX580



Silver Black Gold [page18](#)

12.1 Megapixels 25mm WIDE 5x Optical Zoom 3.0" Touch LCD Manual Operation iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE

FX180



Silver Black Gold [page19](#)

14.7 Megapixels 28mm WIDE 3.6x Optical Zoom 2.7" LCD Manual Operation iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE

EASY MODELS

FS25/FS15



Silver Black Gold Silver Black Blue [page20](#)

12.1 Megapixels 29mm WIDE 5x Optical Zoom 3.0" LCD 2.7" LCD iA PHOTO & MOVIE MEGA O.I.S.

FS25 FS15

FS12/FS7



Silver Black Blue Pink Silver Black Blue Pink [page22](#)

12.1 Megapixels 10.1 Megapixels 4x Optical Zoom 2.7" LCD 2.5" LCD iA PHOTO & MOVIE MEGA O.I.S.

FS12 FS7 FS12 FS7

FS62/FS6



Silver Black Blue Pink Silver Black [page22](#)

10.1 Megapixels 8.1 Megapixels 4x Optical Zoom 2.5" LCD iA PHOTO & MOVIE MEGA O.I.S.

FS62/FS42 FS6/FS4 FS62/FS6 FS62/FS6

LS85



Silver [page24](#)

8.1 Megapixels 4x Optical Zoom 2.5" LCD iA PHOTO & MOVIE MEGA O.I.S.

TOUGH MODEL

CREATIVE MODEL

FT1



Silver Orange Green Blue [page17](#)

12.1 Megapixels 28mm WIDE 4.6x Optical Zoom 2.7" LCD iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE AVCHD Lite

LX3



Silver Black [page25](#)

10.1 Megapixels 24mm WIDE 2.5x Optical Zoom 3.0" LCD Manual Operation iA PHOTO & MOVIE MEGA O.I.S. HD MOVIE

GH1



Black Red Gold [page26](#)

12.1 Megapixels 3.0" Free-Angle LCD Manual Operation Full-Time Live View iA PHOTO & MOVIE MEGA O.I.S. FULL HD 1920x1080 MICRO FOURTHS AVCHD

G1



Black Red Blue [page26](#)

12.1 Megapixels 3.0" Free-Angle LCD Manual Operation Full-Time Live View iA PHOTO & MOVIE MEGA O.I.S. MICRO FOURTHS

Night Shooting

Not Just Auto, Intelligent Auto.

Trust iA!



POWER O.I.S. transforms beautiful night scenes

LUMIX cameras now render nightscapes and other dark scenes, which tend to blur due to their slower shutter speeds, with even more natural beauty. The new POWER O.I.S. image stabilizer has double* the corrective power of previous models. That makes it possible to take startling nighttime photos with one hand. They also don't need to raise the ISO sensitivity, even in dimly lit areas, so they're able to capture photos with less noise. POWER O.I.S. is an original, advanced LUMIX technology that's leading the way for some remarkable new possibilities in compact cameras.

*Panasonic comparison



LUMIX ZR1. 1/5 sec, F3.3, ISO400

iA mode activates detection and correction functions, so you get beautiful, clear shots

Face Recognition
Remembers faces that have been registered in the camera and optimizes the focus and exposure

Face Recognition

Intelligent ISO Control
Helps prevent blurring caused by the subject moving

Intelligent ISO Control

Intelligent Scene Selector
Automatically selects the optimal Scene mode

Intelligent Scene Selector

Intelligent Exposure
Brightens up dark areas

Intelligent Exposure

Face Detection AF/AE
Helps deliver clear portraits

Face Detection AF/AE

AF Tracking
Keeps the focus and exposure locked onto the subject, even if it moves

AF Tracking

These detection and correction systems are not offered on all models. For details, please see LUMIX FUNCTIONS on pages 28 to 35.

HD MOVIE Easy, Beautiful Movies – With LUMIX Imaging Technology



AVCHD Lite Movie with iA Mode

Shoot HD (High-Definition) Motion Images with Ease

LUMIX cameras (FZ35/TZ7/FT1) make it even easier to take HD (1280 x 720) motion images by adding a movie button and AVCHD Lite, which lets you take beautiful, long-time HD movies. You can also use the iA mode to shoot motion images, and let the camera do all the work for you. This user-friendly mode automatically selects the most suitable Scene mode and helps correct blurring, focus and brightness problems. All you do is aim and shoot. iA is the easy way to capture beautiful HD movies.

AVCHD Lite



High-Speed, High-Quality Image Processing LSI Venus Engine V and Venus Engine HD

The imaging power of LUMIX has evolved even further. Improved circuitry greatly reduces picture noise while preserving exceptional resolution, sharpness and color reproduction. The new Venus Engine V also introduces a new circuit that makes Face Recognition possible. And the Venus Engine HD boasts two CPUs which achieve the long-time HD motion picture recording in AVCHD Lite (MPEG-4/H.264) while maintaining low power consumption.

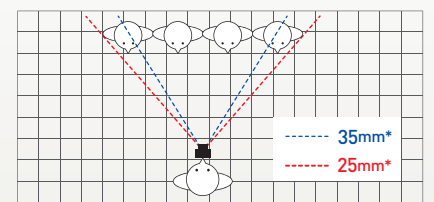


WIDE ANGLE Wider, More Beautiful Images – With LUMIX Lens Technology



A Wide-Angle Lens Makes a Big Difference

The expressiveness of a wide-angle lens lies in its ability to capture spatial expanse and depth. When you want to shoot a sweeping landscape or fit all your friends in a photo when there isn't much room, there's nothing like a wide-angle lens. For example, the photo area of the 25mm wide-angle lens in the ZR, TZ and FX Series is about 196% that of an ordinary 35mm lens. The world's first 0.3-mm super-thin aspherical lens on the ZR1 fits a 25mm wide-angle lens and 8x optical zoom into a conveniently slim body.



LEICA DC LENS Renders Clear, Beautiful Images with Minimal Distortion LEICA DC LENS

The Leica DC lens inherits both its name and its outstanding quality from Leica Camera AG, maker of lenses renowned in the film camera world for their superb performance and compact size. The LEICA DC VARIO-ELMAR, LEICA DC VARIO-ELMARIT, and LEICA DC VARIO-SUMMICRON lenses are featured in LUMIX cameras. Each of these sophisticated lens systems includes several aspherical lenses to compensate for spherical aberration. And each features an advanced multi-coating process that is applied to lens surfaces to help prevent fogging caused by flare and ghosts caused by excessive light.

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



NEW
ZR1

Keep your travel memories fresh.
With a compact 25mm wide-angle lens, an 8x optical zoom,
and POWER O.I.S.



1x (Wide 25mm*) *35mm-lens equivalent



8x Optical Zoom With POWER O.I.S.



Without POWER O.I.S.

Ultra-clear 8x zoom, POWER O.I.S., and a 25mm wide-angle LEICA DC VARIO-ELMAR lens

The compact body of the ZR1 houses a LEICA DC VARIO-ELMAR lens that ranges from 25mm wide-angle all the way to 200mm telephoto. In addition to its superb image rendering, the Leica DC lens lets you capture photos clearly without having to worry about hand-shake in all kinds of travel situations, thanks to the double* corrective power of POWER O.I.S. as compared to previous models. *Panasonic comparison



Without POWER O.I.S.



With POWER O.I.S.

High-speed performance captures every shooting opportunity

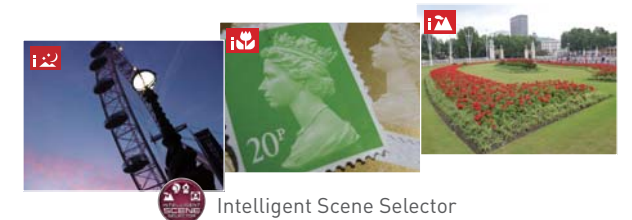
Enjoy high-speed 1.1-second start-ups, AF speeds of approximately 0.27 second*, and up to five consecutive shots at 2.3 frames per second with full resolution. You can also

take up to 330 photos with a single battery charge (CIPA). This comfortable level of performance lets you capture even the most fleeting shutter chances.

*At wide end; Start-up time and AF speed vary depending on shooting conditions.

Let iA mode do all the work – get stunning shots every time

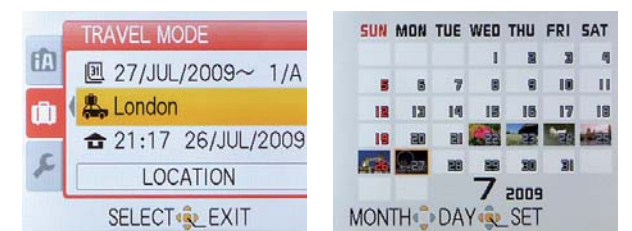
Simply switch to iA mode, and leave everything up to the camera. It automatically activates six detection and correction functions including POWER O.I.S., and lets you easily preserve your magnificent travel memories.



Intelligent Scene Selector

Travel mode sorts your travel memories

The camera automatically arranges photos and movies using data such as the dates and locations of where they were taken. This makes it easier to enjoy your travel images in slideshows of photos and movies.



•Optional marine case for underwater photography (to a depth of 40 m/131 ft)



DMW-MCZX1

See pages 28 to 35 for more detailed information about the functions. ▶



NEW
FP8

Showcase your style and artistic sense.
With an advanced compact camera and POWER O.I.S.



Capture crisp, clear night scenes with the 28mm wide-angle LEICA DC VARIO-ELMAR lens and POWER O.I.S.

The folded optics in this 28mm wide-angle lens with 4.6x optical zoom enable the FP8's flat, slim design. Plus, the superb image rendering of the Leica DC lens teams up with the double*

corrective power of the new POWER O.I.S. to clearly capture subjects even in dimly lit areas where hand-shake often occurs.
*Panasonic comparison

High-speed performance lets you shoot anytime you want

Enjoy high-speed 0.95-second start-ups, AF speeds of approximately 0.25 second*, and up to five consecutive shots at 2.3 frames per second with full resolution. You can also

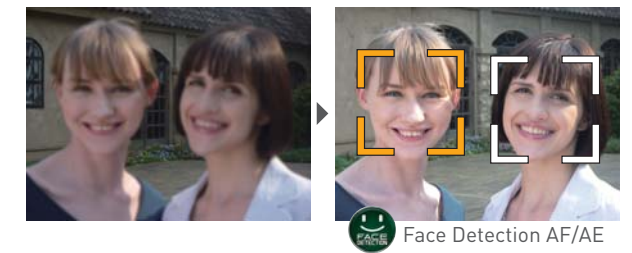
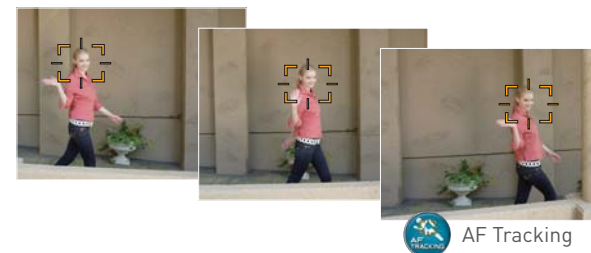
take up to 380 photos with a single battery charge (CIPA). This comfortable level of performance lets you capture even the most fleeting shutter chances.

*At wide end; Start-up time and AF speed vary depending on shooting conditions.

Switch to iA mode with a single press of the button

Simply switch to iA mode, and leave everything up to the camera. It automatically selects the best of six scene modes

to match your subject, and corrects any blurring, focus or brightness problems, so you get beautiful photos every time.

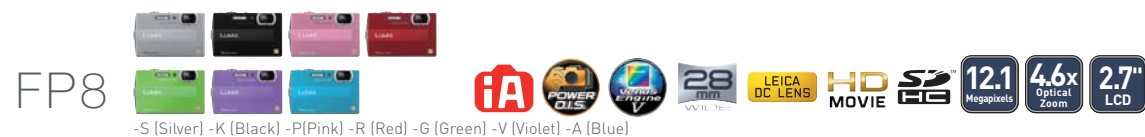


Illuminated button looks cool and brightens up operation

The back of the camera has a cool-looking illuminated button that helps you to avoid operating mistakes even when shooting in dimly lit places.



See pages 28 to 35 for more detailed information about the functions. ▶



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NEW
FX65

2x nighttime beauty.
With a stylish 25mm wide-angle lens and POWER O.I.S.



POWER O.I.S. captures crisp, clear night scenes

When shooting at night or in dimly lit places, slower shutter speeds can often result in hand-shake. This isn't a problem with the FX65, because the double* corrective power of its improved

POWER O.I.S. provides powerful hand-shake compensation. Nightscapes are much clearer than those taken at high ISO sensitivity, and image noise is reduced. *Panasonic comparison

High-speed performance that instantly captures shutter chances

Enjoy high-speed 1.1-second start-ups, AF speeds of approximately 0.28 second*, and up to five consecutive shots at 2.3 frames per second with full resolution. You can also

take up to 360 photos with a single battery charge (CIPA). This comfortable level of performance lets you reliably catch even the most fleeting shutter chances.

*At wide end; Start-up time and AF speed vary depending on shooting conditions.

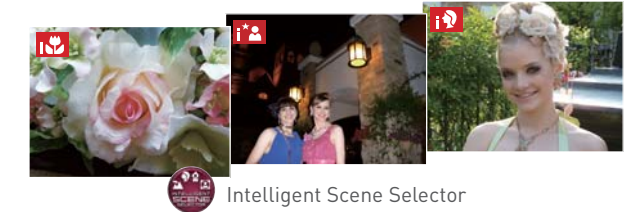
iA mode with enhanced Face Recognition

Face Recognition, which is one of the unique iA mode functions, has now evolved even further. It adjusts the focus and exposure for the faces of people who you have registered in the camera, and the number of faces that can be registered per person



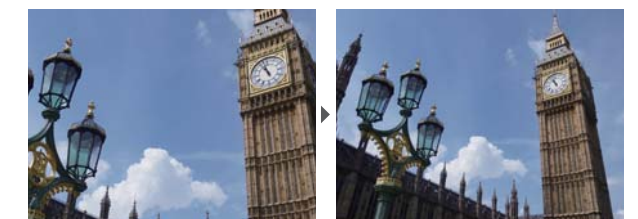
has been increased to three. This makes it possible to capture beautiful shots of special subjects with even greater accuracy. Six other corrective functions, including POWER O.I.S., are also activated for easy, fail-proof photos every time.

*Turn the Face Recognition item on and register subjects with a full-face portrait on the shooting menu in advance. Refer to the back page for details.



Bright F2.8, 25mm wide-angle LEICA DC VARIO-ELMARIT lens with 5x optical zoom

The 25mm wide-angle lens in this super-compact camera captures almost twice the area of an ordinary 35mm lens, making it ideal for shooting group photos indoors or wide landscapes outdoors. The 5x optical zoom pulls distant subjects up close, and the exquisite rendering of the Leica DC lens lets you capture nuanced, expressive photos. Development of the 0.3mm super-thin aspherical lens has made it possible to fit its lens system into a slim body.



Standard 35mm* Wide 25mm* * 35mm-lens equivalent



See pages 28 to 35 for more detailed information about the functions. ▶

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NEW
FZ35

Corrective power for visibly clearer zooming.
Hybrid still/motion images with POWER O.I.S.
and an 18x optical zoom



AVCHD Lite – Beautiful HD movies, extended shooting time

The FZ35 records HD movies with 1280 x 720-pixel resolution. It uses the AVCHD Lite format (MPEG-4/H.264) to achieve higher image quality while storing less data than the conventional Motion JPEG. Plus, the FZ35 is equipped with an HDMI output terminal for direct transmission of digital image and sound signals. Just connect the camera to an HDTV using a single HDMI mini cable (optional), and it's even easy to enjoy slideshow in which both still and motion images integrated in the recorded timeline.



AVCHD Lite Movie button for instant recording of videos

Creative Movie mode: You can adjust the aperture and shutter speed any way you like. This mode gives you a wider range of expressive possibilities to explore in your movie making.

Zoom-in movie: You can zoom in and out while shooting movies.

Stereo mic: This camera features Dolby® Digital Stereo Creator, which records dynamic, true-to-life audio to bring out the power of your HD images.



Wind cut function: Minimizes the distracting sound you hear from the wind blowing into the mic.movies.

iA mode (Movie): You can also use iA mode to shoot movies, and let the camera do all the work for you.

High-speed response for truly intuitive shooting

Enjoy high-speed 1.2-second start-ups, AF speeds of approximately 0.28 second*, and up to five consecutive shots at 2.3 frames per second with full resolution. You can also

take up to 470 photos with a single battery charge (CIPA). This comfortable level of performance lets you capture even the most fleeting shutter chances.

*At wide end; Start-up time and AF speed vary depending on shooting conditions.

Wide-angle 27mm LEICA DC VARIO-ELMARIT lens and 18x optical zoom

The bright F2.8 LEICA DC VARIO-ELMARIT lens ranges from 27mm wide-angle all the way to 486mm telephoto. Combined with the double* corrective power of the improved POWER O.I.S., this makes it possible to capture subjects clearly without hand-shaking, even in the telephoto range. *Panasonic comparison



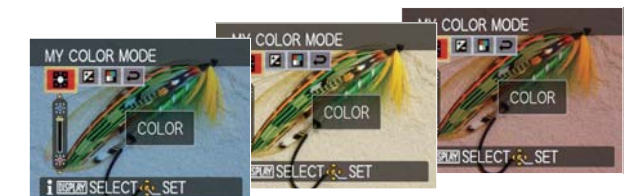
Wide 27mm**



18x (486mm**) ** 35mm-lens equivalent

My Color mode puts you in control of the color

In this mode, you can freely adjust the color, brightness and saturation parameters. This makes it easier and more fun to create interesting, expressive images. Adjust the settings that best suit the shooting conditions and your expressive intent, and then enjoy your own photography.



See page 45 for more detailed information about the optional accessories.

* Leica is a registered trademark of Leica Microsystems IR GmbH.
Leica DC 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.
Dolby and the double-D symbol are trademarks of Dolby Laboratories.

See pages 28 to 35 for more detailed information about the functions.



TZ7|TZ6

Perfect for travel, this compact, high-zoom camera makes it easy to shoot beautiful photos and HD movies*

*HD movies available on TZ7 only.



AVCHD Lite (TZ7) – beautiful HD motion images, extended shooting time



The TZ7 records HD motion images with 1280 x 720-pixel resolution. It uses the AVCHD Lite (MPEG-4/H.264), which achieves higher image quality and stores less data than the conventional Motion JPEG.



Movie button for instant recording of videos.

25mm wide-angle LEICA DC VARIO-ELMAR lens with 12x optical zoom

The TZ7/TZ6 packs a LEICA DC VARIO-ELMAR lens with 12x optical zoom into a compact body. This versatile photographic tool lets you shoot everything from sweeping vistas at the 25mm wide-angle setting to dynamic 300mm telephoto shots. And the lens system's exquisite rendering ability lets you capture even the subtle nuances of the sights and scenes in your travels.



Wide 25mm*



12x (300mm*) * 35mm-lens equivalent



See pages 28 to 35 for more detailed information about the functions.

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

Waterproof, shockproof and ready for active outdoor fun

FT1



Waterproof, shockproof and dustproof



WATERPROOF



SHOCKPROOF



DUSTPROOF

The camera body is waterproof to 3.0 m. It's dustproof too, so you don't have to worry about dust or sand getting inside. It has

passed drop tests at a height of 1.5 m. This is one tough little camera that you can take wherever the action takes you.

Please refer to back page for details about the waterproof and shockproof performance.

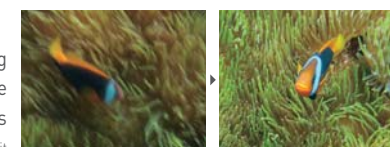
AVCHD Lite – lets you shoot beautiful HD motion images for a longer time

The FT1 records HD motion images with 1280 x 720-pixel resolution while zooming in and out. It uses the AVCHD Lite (MPEG-4/H.264), which achieves higher image quality and stores less data than the conventional Motion JPEG.



iA mode, for beautiful photos and movies – automatically

Just set the camera to iA mode, aim and shoot. The camera does the rest, automatically activating seven detection and correction functions. These include MEGA O.I.S., which helps prevent blurring due to shaky hands, and Face Recognition, which finds familiar faces in a group of people and captures them in clear focus and with proper exposure.*Turn Face Recognition item ON and register the person with full-face portrait on the shooting menu in advance. Refer to back page for detail.



See pages 28 to 35 for more detailed information about the functions.

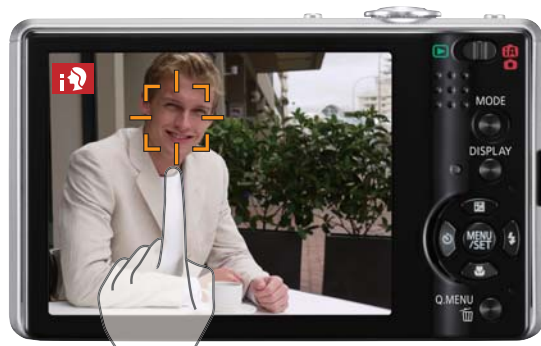
* Leica is a registered trademark of Leica Microsystems IR GmbH. Leica DC lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

FX580

Stylish model with advanced functions and touch-screen operation



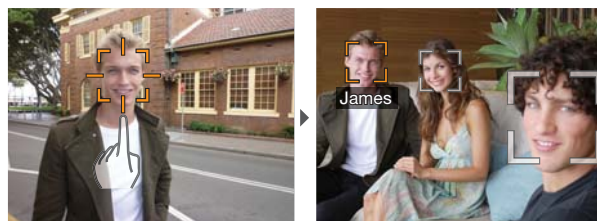
A 3.0-inch touch-screen LCD for easy use



Advanced Touch AF/AE and Face Recognition

Just "point out" the subject by touching the LCD, and the camera does the rest, adjusting the focus and exposure to capture a sharp, bright shot of your subject. Also, each time you indicate a face in iA mode, the Face Recognition function activates and "remembers" it. Subsequently, any time that face appears within a shot you're framing, the camera adjusts the focus and exposure to capture it perfectly.*

*Turn Face Recognition item ON and register the person with full-face portrait on the shooting menu in advance. Refer to back page for detail.



Smooth manual operation

In Shutter-Priority AE, Aperture-Priority AE and Manual modes, just touch the slider bars by the LCD to set the shutter, aperture and exposure correction values.



See pages 28 to 35 for more detailed information about the functions.

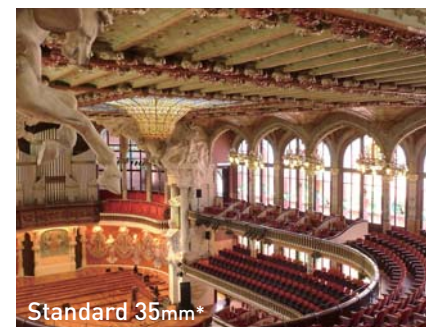
* Leica is a registered trademark of Leica Microsystems IR GmbH. Leica DC lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

Impressive 14.7-megapixel high resolution and easy manual control

FX180



14.7-megapixel CCD and 28mm wide-angle LEICA DC VARIO-ELMARIT lens



The FX180 features a 1/1.72" CCD with an impressive 14.7-megapixel resolution, and combines it with a bright F2.8 LEICA DC VARIO-ELMARIT lens with 7 lens elements in 6 groups including an EA lens.

This lens offers high resolution and smooth gradation across the entire focal range, from 28mm wide-angle to 100mm telephoto, to depict subjects with exceptional detail and dynamic realism.

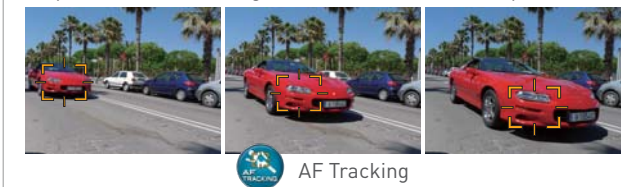
Simple manual exposure control

Use the cursor button to change the shutter speed and aperture manually. This makes manual operation fast and easy.



iA mode helps prevent shooting mistakes in a variety of situations

Just select iA mode, and let the camera do the rest. All you have to do is aim the camera and shoot. The camera automatically helps correct for blurring, out-of-focus shots and exposure.



See pages 28 to 35 for more detailed information about the functions.

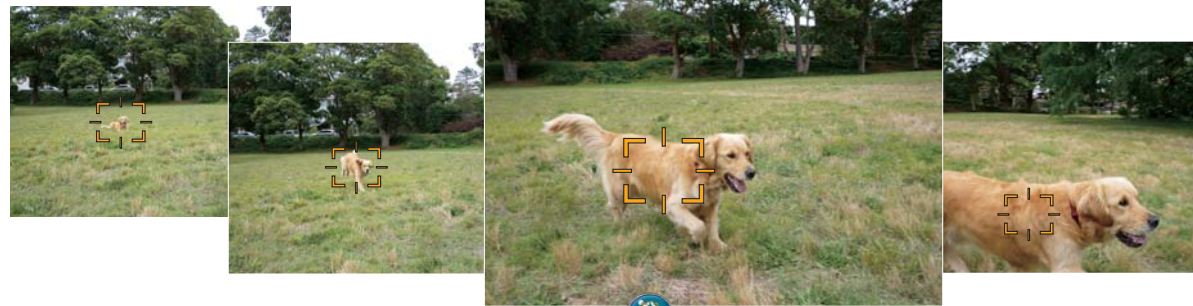
* Leica is a registered trademark of Leica Microsystems IR GmbH. Leica DC lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

FS25

Easy shooting, easy viewing in a compact model with a large 3-inch LCD



Capture the beauty of everyday moments.



AF Tracking*

iA mode for one-touch beauty

Press the iA button, aim, and shoot. With the FS25/15, taking great photos is that easy. iA mode activates six detection and correction functions – including AF Tracking, which locks on and follows your subject – so you get beautiful, clear shots.



iA Button



Intelligent Exposure

- **MEGA O.I.S. (Optical Image Stabilizer)** helps prevent blurring when the camera shakes.
- **Intelligent ISO Control** helps prevent blurring caused by subject motion.
- **Intelligent Scene Selector** selects the optimal scene mode for the situation.
- **Intelligent Exposure** adjusts the brightness of dark areas in the image.
- **Face Detection AF/AE** helps deliver clear portraits.
- **AF Tracking*** locks the focus onto your moving subject.

*Dynamic tracking function may fail to lock, lose the subject in AF Tracking, or track different subject depending on the recording conditions.



29mm wide-angle lens, 12.1 megapixels, and a range of easy-to-use functions

FS15



A simple, stylish way to enjoy time with the family.

LEICA DC VARIO-ELMAR lens with 5x optical zoom

The 29mm wide-angle lens captures a wider area than a standard 35mm lens. This combines with the superior rendering performance of the Leica DC lens and 5x optical zoom power. In Macro Zoom mode using digital zoom, you can pull subjects even closer than the closest point possible with the wide-angle setting, and capture dramatic close-ups.



Macro Zoom



Wide 29mm* *35mm-lens equivalent



5x

Large, easy-to-see Intelligent LCD

The high-resolution, 230,000-dot LCD makes it easier to frame the shot before you shoot and check the results after you shoot. It also makes it more fun to view your photos with family and friends. The FS25's LCD is 3.0 inches. The FS15's is 2.7 inches.



• Up to 400 shots* on a single battery charge *Based on CIPA standards

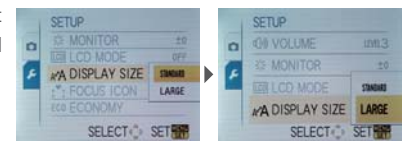
The brightness changes to match your surroundings

The LCD brightness automatically adjusts in 11 steps to match the brightness of your surroundings. This ensures good viewability even outdoors on a sunny day, and improved viewing comfort when you're inside in a dark room.



Easy-to-see menu display

The layout of the settings in the menu display is extremely simple, making it easy to see and switch the settings.



See pages 28 to 35 for more detailed information about the functions.

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

FS12 | FS7

Sleek, metallic cameras that take beautiful photos with automatic ease



Colorful designs with a playful, fashionable look.



MEGA O.I.S.



Intelligent ISO Control

With **iA** mode, taking a beautiful shot is as easy as pressing a button

Just press the iA button, aim and shoot. The camera does all the rest, automatically activating four detection and correction functions (see list at right). These include MEGA O.I.S., which helps prevent blurring due to shaky hands, and Intelligent ISO Control, which helps prevent motion blur when the subject won't stay still.

- MEGA O.I.S. (Optical Image Stabilizer) helps prevent blurring when the camera shakes.
- Intelligent ISO Control helps prevent blurring caused by subject motion.
- Intelligent Scene Selector selects the optimal scene mode for the situation.
- Face Detection AF/AE helps deliver clear portraits.

FS12/FS7



-S (Silver) -K (Black) -A (Blue) -P (Pink)



FS62/FS6



-S (Silver) -K (Black) -A (Blue) -P (Pink)



Cute and colorful designs with Leica DC lens and super-easy operation

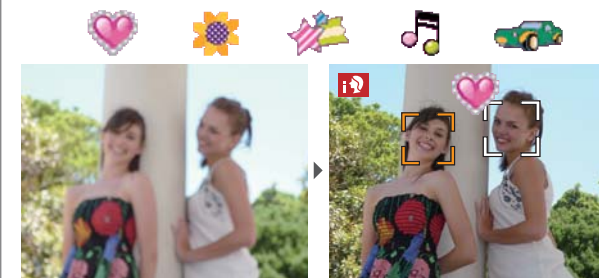
FS62 | FS6



Cameras that are easy to carry, easy to use, and easy to enjoy.

Choose the focus indicator you like most

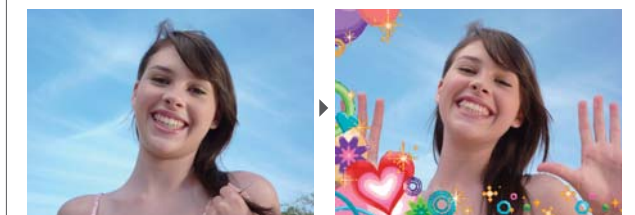
In addition to the ordinary "●" mark that indicates when the shot is in focus, you can choose a heart, flower or three other designs.



Put borders around your photos, without a PC

In Photo Frame mode, you can compose your shot while displaying one of the frames registered in the camera. This is a quick, easy way to produce photos with attractive borders.*

*The picture size is automatically resized to 2M (or below).



Simple, stylish cameras that select the most suitable Scene mode for the situations



-S (Silver) -K (Black) -P (Pink)



-S (Silver) -K (Black)

•Up to 330 (FS12) / 360 (FS7) / 370 (FS62) / 400 (FS6) shots* on a single battery charge *Based on CIPA standards

See pages 28 to 35 for more detailed information about the functions.

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

LS85

Easy to use, even for beginners, with iA mode and convenient AA battery operation



LX3

Stunning image quality with F2.0 24mm wide-angle LEICA DC VARIO-SUMMICRON lens



With **iA** mode, getting a great shot is as easy as pressing a button



Intelligent Scene Selector

Just press the iA button, aim and shoot. The camera does all the rest, automatically adjusting to the shooting conditions and



MEGA O.I.S.

helping to correct blurring, focus, and brightness problems. The results are beautiful.

2.5-inch Intelligent LCD adjusts its brightness as the lighting changes

The brightness of the LS85's high-resolution, 230,000-dot, 2.5-inch LCD automatically adjusts in 11 steps to match the brightness of your surroundings. This makes it easy for you to see the LCD when you're outdoors on a sunny day and improves viewing comfort at night or in a dark room.



Records motion images and sound

The LS85 also lets you record motion images complete with sound. The motion images are recorded in the WGA (848 x 480) format with a 16:9 aspect ratio to fit a wide-screen TV.



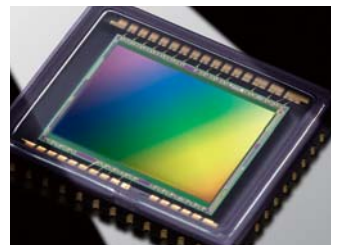
Large aperture F2.0, 24mm wide-angle LEICA DC VARIO-SUMMICRON lens

Featuring 8 lens elements in 6 groups including 4 aspherical lenses, the LEICA DC VARIO-SUMMICRON lens offers a large aperture of F2.0 and 24 mm wide angle that is very helpful when shooting at higher shutter speeds in low-lit situations or for giving backgrounds a gentle soft-focus. And it provides a focal length of 24mm to 60 mm (35mm equivalent). From expansive wide-angle shooting to telephoto shots, the crystal-clear rendering and rich gradation of this lens express extremely fine details and nuances.



Large, high-sensitivity CCD for unprecedented image quality

The newly developed 1/1.63" CCD helps capture beautiful images with outstanding dynamic range and minimal noise. By optimizing the use of space within individual photocells to allow larger photodiodes, and by purposely keeping pixel resolution at 10.1 megapixels to allow more light to enter each photocell, the CCD has exceptional sensitivity and saturation performance. Combined with re-engineered circuitry around the sensor for more stable signal outputs, the LX3 can faithfully reproduce colors even in high contrast or low-lit situations.



Options to broaden your creative possibilities

- External Flash** DMW-FL220
- Wide Conversion Lens** DMW-LW46*
- External Viewfinder** DMW-VF1
- Leather Case** DMW-CLX3
- Lens Adapter** DMW-LA4
- PL Filter** DMW-LPL46*
- ND Filter** DMW-LND46*
- MC Protector** DMW-LMC46*

*Requires DMW-LA4 Lens Adapter.



- 24mm wide-angle lens with multiple aspect ratios
- Film mode to give photos special expression
- Selectable focusing areas
- Large, 3.0-inch, Intelligent LCD with 460,000-dot resolution
- Manual operation with joystick
- Macro shooting capability as close as 1 cm (0.03 ft)
- Versatile flash functions for 1st-curtain synchro, 2nd-curtain synchro, and consecutive shooting



See pages 28 to 35 for more detailed information about the functions. ▶



See pages 28 to 35 for more detailed information about the functions. ▶

* Leica is a registered trademark of Leica Microsystems IR GmbH. All rights reserved. The use of the Leica logo and the name of the Leica camera system are trademarks of Leica Camera AG. The use of the name of the Leica camera system is a registered trademark of Leica Camera AG. The use of the name of the Leica camera system is a registered trademark of Leica Camera AG. The use of the name of the Leica camera system is a registered trademark of Leica Camera AG.

Photo Quality of DSLR and Full-HD Movie
CREATIVE HD HYBRID



- Full-HD movie recording in AVCHD with single-lens-reflex photo quality
- LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. for outstanding HD movies

- Enjoy the freedom of manual settings in creative movie mode
- The advanced iA mode uses Face Recognition to remember individual faces



LUMIX G™
MICRO SYSTEM

An Ultra-Compact
Digital Interchangeable Lens System Camera



- Micro Four Thirds: The open standard that led to the mirror-less body
- Full-time Live View shows you before you shoot how the settings change the photo

- Live View Finder – an electronic viewfinder complete with Full-time Live View
- iA mode automatically selects the most appropriate settings



LUMIX G™
MICRO SYSTEM

Change the way you see the world



- Dramatic change in shooting style – Free-angle 2.5" LCD for Full-time Live View
- A dual AF system, with TTL phase difference AF and contrast AF

- LEICA D VARIO-ELMAR 14-50mm/F3.8-5.6 ASPH./MEGA O.I.S. lens
- Advanced Scene modes give you even more control



A D-SLR that feels the way a camera should



- LEICA D VARIO-ELMARIT 14-50 mm/F2.8-3.5 ASPH./MEGA O.I.S. lens
- An aperture ring on the lens barrel responds intuitively to your intent

- A shutter speed dial on the camera body with a familiar feel
- Full-time Live View allows you to shoot in new ways



• Four Thirds, Four Thirds Logo mark, Micro Four Thirds and Micro Four Thirds Logo mark are trademarks or registered trademarks of Olympus Imaging Corporation.
• For detailed information on the LUMIX G Micro System and digital SLR series, please see <http://panasonic.net/lumix/>

LUMIX FUNCTIONS 2

LCD Functions

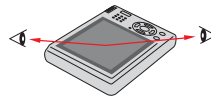
Intelligent LCD

In a brightly lit place, such as outdoors under the sun, the Auto Power LCD function increases the brightness level of the backlight by about 40% maximum in several steps. When shooting in a dark place, such as at night, the frame rate is adjusted based on the pixel mixed readout method to brighten the screen in two to three steps.



Wide-Viewing-Angle LCD

The LCD offers a wide viewing angle from any direction, making it easy to confirm images, even when looking at the screen diagonally.



High Angle Mode

Makes it easier to see the monitor while holding the camera high to shoot over a crowd.



Real-Time Histogram

This graph, which can be displayed in the LCD as you compose the shot, shows the status of the exposure and contrast in real-time.



Highlight Display

A flashing indicator on the LCD shows any parts of the image that have been overexposed.



Composition Guidelines

You can use composition guidelines from two patterns* according to the shooting subject. And guidelines can be shown at the same time as other information and icons.

*Not offered on all models.



Easy-to-See Menu Display

The layout of the settings in the menu display is extremely simple, making it easy to see and switch the settings.



Playback Functions

Multi Display

After shooting, enjoy viewing your photos on your LUMIX camera's LCD. View them as a slide show; display 1, 12 or 30 images at a time; or use Calendar View to see thumbnails of all the shots taken on a particular date.



Slideshow

You can watch an ordinary slide show that displays every image, or you can use Favorite Image Slideshow and specify which images to play. You can also select background music to make your slideshow even more entertaining.



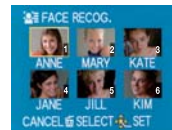
Category Playback

This function sorts photos into several categories - Portrait, Scenery, Event, and others - and lets you play back the images or view slideshows of the shots in a particular category.



Personal Category Playback

Using Face Recognition technology, the camera can find photos of people you specify, and arrange a slideshow of just those photos. This is a big help, for example, when you've taken a number of photos of someone and you want to choose the best one.



Mode Playback

With this function, the camera will automatically organize all of the still and motion images that are mixed together in memory. This makes it possible to view still images, AVCHD Lite motion images and Motion JPEG images separately.

Dual-Image Playback

The dual-image playback display feature makes it easier to compare two images in detail to see the differences in focus accuracy and contrast.



9 Still Images Cut Out from a Motion Image

Motion images can be converted into a series of nine or just one snapshot. This is effective in moving scenes when you want to look carefully at the movement of a sports person, etc.



Image Leveling

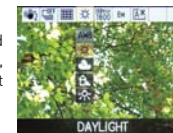
Pictures that lean to the right or left can be corrected horizontally or vertically.



Convenient Functions

Quick Menu

You can instantly access a variety of the settings needed most often. These include white balance, ISO sensitivity, image size, compression format, auto focus mode, light metering and so on.



World Time Setting

After you select one of 74 locations on the map, the camera automatically calculates and displays the local time.



Travel Date Setting

Input the time and date of your departure before you leave home, then use the camera to capture all the best moments of your trip. When you view the photos later, the camera will display them according to the day of the trip each photo was taken.



Travel Mode

The camera automatically arranges photos and movies using data such as the dates and locations of where they were taken. This makes it easier to enjoy your travel images in slideshows of photos and movies.



Title Edit

Using the cursor button on the camera, you can edit titles onto your images - people's names, places, events or other information.



Text Stamp

When traveling, you can stamp the day of the trip on the photos you take. Or, if you have a baby, you can stamp his or her age in months and name on your photos. The stamped information appears on photos.

*When the date is stamped on a photo, the photo is automatically resized to 3M (4:3)/2.5M (3:2)/2M (16:9), or the original size is maintained for photos smaller than 3M. However, you can choose either to save or overwrite the original picture.



Audio Recording

Add 5 seconds of sound to pictures as you shoot. Or, if you prefer, add up to 10 seconds of sound after shooting.

HD Output

Using an optional HDMI mini cable or component cable you can connect your LUMIX camera to an HDTV, and view your HD photos and HD movies (1080i) in stunning high-definition quality.

VIERA Link

Connect your LUMIX camera to a Panasonic VIERA TV with an HDMI mini cable (purchased separately), and it's easy to view your photos and motion images on the big screen. Just use the TV remote to select or play the images. You enjoy stunning HD images and sounds, with quick, easy connection and effortless operation.



Focus Icon

Instead of the ordinary "●" mark on the LCD that indicates when your subject is in focus, you can choose a heart, flower or three other symbols.



Comparison Chart

LCD Functions	ZR1	FP8	FX65	FZ35	TZ7	TZ6	FT1	FX580	FX180	FS25	FS15	FS12	FS7	FS62	FS6	FS42	FS4	LS85	LX3
Intelligent LCD	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Wide-Viewing-Angle LCD	●	-	●	●	●	-	●	●	●	-	-	-	-	-	-	-	-	-	-
High Angle Mode	-	●	-	-	-	●	-	-	-	●	●	●	●	●	●	-	-	●	-
Real-Time Histogram	●	●	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	-	●
Highlight Display	-	-	-	●	-	-	-	●	●	-	-	-	-	-	-	-	-	-	●
Composition Guidelines	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Easy-to-See Menu Display	●	●	●	●	●	●	●	●	-	●	●	●	●	●	●	●	●	●	-

Playback Functions	ZR1	FP8	FX65	FZ35	TZ7	TZ6	FT1	FX580	FX180	FS25	FS15	FS12	FS7	FS62	FS6	FS42	FS4	LS85	LX3
Multi Display	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Slideshow	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Category Playback	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	-	-	-	●
Personal Category Playback	●	●	●	●	●	-	●	●	-	-	-	-	-	-	-	-	-	-	-
Mode Playback	-	-	-	●	●	-	●	-	-	-	-	-	-	-	-	-	-	-	-
Dual-Image Playback	-	-	-	-	-	-	-	●	-	●	-	-	-	-	-	-	-	-	●
9 Still Images Cutout from a Motion Image	-	-	-	-	-	-	-	-	●	-	-	-	-	-	-	-	-	-	●
Image Leveling	●	●	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	-	●

Convenient Functions	ZR1	FP8	FX65	FZ35	TZ7	TZ6	FT1	FX580	FX180	FS25	FS15	FS12	FS7	FS62	FS6	FS42	FS4	LS85	LX3
Quick Menu	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
World Time Setting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Travel Date Setting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Travel Mode	●	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Title Edit	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Text Stamp	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Audio Recording	●	●	●	-	●	●	●	●	●	-	-	-	-	-	-	-	-	-	●
HD Output	(Component)	(Component)	(Component)	(HDMI)	(HDMI)	-	(HDMI)	(Component)	(Component)	-	-	-	-	-	-	-	-	-	(Component)
VIERA Link	-	-	-	●	●	-	●	-	-	-	-	-	-	-	-	-	-	-	-
Focus Icon	●	●	●	●	●	●	●	●	-	●	●	●	●	●	●	●	●	-	-

Specifications

Table with columns for DMC-ZR1, DMC-FP8, DMC-FX65, DMC-FZ35, DMC-TZ7, and DMC-TZ6. Rows include CCD, Lens, Optical Image Stabilizer, Focus, Recording File Format, File Size (Pixels), Image Quality, Rec. Mode, Continuous Shooting, Shutter Speed, Exposure, Color Bracketing, Light Metering, ISO Sensitivity, White Balance, Face Recognition, Film Mode, Color Mode / Color Effect, Picture Adjustment, Self Timer, Playback Mode, LCD Monitor, Viewfinder, Flash, Recording Media, Built-in-Memory, Microphone / Speaker, Interface, HDMI Output, Direct Print, Battery, and Battery Life (CIPA**).

Living in High Definition with LUMIX

LUMIX lets you easily record and view both stills and movies in high definition.



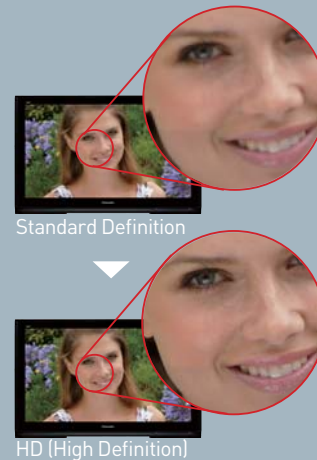
HD PHOTO

All LUMIX models record wide-screen, 16:9, full-HD (1920 x 1080-pixel) images. These images are simply breathtaking when displayed on an HDTV, which handles about four times the data of a standard-definition TV. With LUMIX, you can enjoy a whole new style of HDTV viewing with family and friends.



HD MOVIE

In addition to capturing beautiful photos, LUMIX lets you shoot high-quality HD movies in the progressive format, which minimizes flicker. You get 1280 x 720-pixel motion images that look spectacular on a large-screen HDTV. If your LUMIX model uses the AVCHD Lite (MPEG-4/H.264), you can record longer motion image clips without running out of memory because AVCHD Lite stores less data than the standard Motion JPEG.



Connect Directly to an HDTV

HDMI Mini Cable

When a LUMIX camera with an HDMI output terminal is connected via an HDMI mini cable (purchased separately) to a VIERA Link-equipped TV and the VIERA Link function is turned on from the camera menu, you can use the TV's remote control to run the slideshow.

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



Easy HD Image Viewing with the SD Card Slot

High-Definition Plasma TV

It's easy to view photos or AVCHD Lite movies shot with your LUMIX camera. Just take the SD memory card from the camera and put it in the VIERA Image Viewer, and use the TV's remote control. *To play movies recorded in the Motion JPEG format, you need the included AV cable or a video cable.



HD Component Cable DMW-HDC2



Blu-ray Disc™ Player

Using the Slideshow playback feature, you can play a music CD at the same time you're showing the HD photos and movies, so you get both beautiful images and your favorite music.

*AVCHD Lite motion images recorded onto an SD Memory Card or a DVD disc cannot be played from a device that does not support the AVCHD standard.



EVERLASTING MEMORIES



OUR PLACE - The World Heritage

is a worldwide photographic project proudly supported by Panasonic. The project aims to present the 851 sites designated as having "outstanding universal significance" by the UNESCO World Heritage Committee to a wide global audience.

There are special places that humankind must preserve for the enjoyment of future generations.

Around the world professional photographers are already at work capturing images of these beautiful and dramatic locations exclusively with LUMIX digital cameras.

With its ability to reproduce detailed images with true to life colours and no quality degradation, Digital photography, with is ideal for preserving these important places and memories.

Panasonic, by supporting the UNESCO Partnered OUR PLACE project is committed to preserving the World's Heritage and to helping create a new photographic culture.

<http://ourplaceworldheritage.com>

IN PARTNERSHIP WITH THE UNESCO WORLD HERITAGE CENTRE



Photographed on
LUMIX

Panasonic is backing OUR PLACE - The World's Heritage, a project that will create the largest ever photographic collection of UNESCO World Heritage Sites.

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