






BEGINNER'S CHOICE

DMC-LS1   
4 Megapixels / 3x Optical Zoom



- **Mega O.I.S.** (Optical Stabiliser)
- **2.0" Large, easy to see LCD Display**
- **Super fast shutter response** (0.006 sec) with the Venus Engine Plus processor
- **Mega Burst consecutive shooting** 4 frames per sec.; max. 7 images
- **Long battery life** 215 images with included Oxyride batteries (CIPA/Target)

COMPACT HIGH ZOOM

DMC-LZ1   
4 Megapixels / 6x Optical Zoom



- **Mega O.I.S.** (Optical Stabiliser)
- **6x Optical Zoom Lens (37-222mm)** Ideal for family portraits
- **Super fast shutter response** (0.006 sec/LZ1; 0.008sec/LZ2) with the Venus Engine Processor
- **Mega Burst consecutive shooting** (4fps; max. 7 images/LZ1; 3fps; max. 5 images/LZ2)
- **2.0" Large easy to see LCD Display**
- **Extended battery life** with AA Oxyride batteries (215 images/LZ1; 235 images/LZ2)



Also available in black

6x Optical Zoom in practice



1x Zoom



3x Zoom



6x Zoom

SUPER-SLIM AND COMPACT




DMC-FX8   
5 Megapixels / 3x Optical Zoom

- **Mega O.I.S.** (Optical Stabiliser) (The only compact brand with O.I.S.)
- **Leica DC Elmarit Lens** 3x Optical Zoom



- **Extra long battery life** 300 images
- **High resolution moving pictures (VGA/30fps)**
- **Baby Mode** Set your baby's birthday in the FX8 and the date and your baby's age will appear on the camera or print. 12 other Scene Modes available
- **2.5" Large LCD Display** 140% brighter LCD for easy sunny viewing

POWERFUL ZOOM, SMALL BODY

DMC-FZ5   
5 Megapixels / 12x Optical Zoom



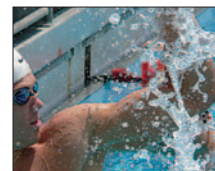
- **Mega O.I.S.** (Optical Stabiliser) with 12x Optical Zoom (36-432mm) (F2.8-3.3)



Also available in black

- **Leica DC Elmarit Lens**
- **Industry leading fast Auto-Focus** Select AF setting from spot, 1-/3-/9-point
- **Super fast shutter response** (0.006 sec.) with the Venus Engine II
- **Easy to use, easy to carry** Compact size: 20% smaller than standard high zoom category

Ultra-Large-Diameter ED Lens, and 12x Optical Zoom with Full-Range F2.8



Sports Mode (shutter speed: 1/800 sec, aperture: F4.6)



Panning Mode (shutter speed: 1/100 sec, aperture: F8.0)

POWERFUL ZOOM FOR THE ENTHUSIAST

DMC-FZ20   
5 Megapixels / 12x Optical Zoom



- **TIPA Award Winner** in Super Zoom Category 2005
- **Leica DC Vario-Elmarit Lens** with 12x Optical Zoom (36-432mm) (F2.8 across entire zoom range)
- **Ring-Operated Manual Focus** Plus powerful flash for beautiful, low-light images from up to 7m away* (*at ISO Auto setting)
- **ED (Extra Low Dispersion) Lens** minimises chromatic aberration
- **Super fast shutter response** (0.008 sec.) with the Venus Engine II

LEICA SUMMICRON LENS FOR THE PROFESSIONAL

DMC-LC1  
5 Megapixels / 3.2x Optical Zoom

- **Breathtaking elegance of the Leica DC Vario-Summicon 3.2x Wide Lens** F2.0 / 28mm-90mm



- **Aspherical lenses and multi-coating** 13 lenses in 10 groups for outstanding contrast, colour and depth
- **Full manual operation** Manual zoom, exposure and focus
- **Tough, lightweight, magnesium alloy body**
- **2.5" LCD Display**



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

	LS1	LZ1	LZ2	FX8	FZ5	FZ20	LC1	
Dimensions (WxHxD)	93.5 x 63 x 30.7 mm	100.5 x 63.5 x 32.9 mm	100.5 x 63.5 x 32.9 mm	94.1 x 50.5 x 24.5 mm	108 x 68.4 x 94.8 mm	127.6 x 87.2 x 106.2 mm	134.7 x 81.5 x 101.5 mm	
Weight (with/ev battery)	Approx. 142g / 189g	Approx. 178g / 224g	Approx. 178g / 224g	Approx. 127g / 155g	Approx. 290g / 326g	Approx. 520g / 556g	Approx. 627g / 702g	
Effective Pixels	4.0 Megapixels	4.0 Megapixels	5.0 Megapixels	5.0 Megapixels	5.0 Megapixels	5.0 Megapixels	5.0 Megapixels	
Optical / Digital Zoom	3x / 4x	6x / 4x	6x / 4x	3x / 4x	12x	12x / 4x	3.2x / 3x	
Focal Distance	F4.5-F17.4mm (35mm Equiv.: 35-105mm)	F4.1-F16.6mm (35mm Equiv.: 37-122mm)	F4.1-F16.6mm (35mm Equiv.: 37-122mm)	F4.5-F17.4mm (35mm Equiv.: 35-105mm)	F4.5-F17.4mm (35mm Equiv.: 35-105mm)	F4.5-F17.4mm (35mm Equiv.: 35-105mm)	F4.5-F17.4mm (35mm Equiv.: 35-105mm)	
Lens	LUMIX DC VARIO	LUMIX DC VARIO	LUMIX DC VARIO	LEICA DC VARIO-ELMARIT	LEICA DC VARIO-ELMARIT	LEICA DC VARIO-ELMARIT	LEICA DC VARIO-SUMMICRON	
Aperture	Wide F2.8-F5.6 (12 steps) Tele F4.5-F10.2 (8 steps)	Wide F2.8-F5.6 (12 steps) Tele F4.5-F10.2 (8 steps)	Wide F2.8-F5.6 (12 steps) Tele F4.5-F10.2 (8 steps)	Wide F2.8-F5.6 (12 steps) Tele F3.3-F8	Wide F2.8-F8 Tele F3.3-F8	Wide F2.8-F8 Tele F2.8-F8	Wide F2.0-F11 Tele F2.4-F11.2	
Optical Image Stabiliser	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	MEGA O.I.S. (Mode 1/Mode 2)	
Conversion Lens Compatibility	-	-	-	-	-	-	-	
Scene Mode	Simple, Normal Picture, Economy, Macro, Portrait, Night Portrait, Sports, Scenery, Night Scene, Fireworks, Party, Snow	Simple, Normal Picture, Economy, Macro, Portrait, Night Portrait, Sports, Scenery, Night Scene, Fireworks, Party, Snow	Simple, Normal Picture, Economy, Macro, Portrait, Night Portrait, Sports, Scenery, Night Scene, Fireworks, Party, Snow	Simple, Normal Picture, Macro, Portrait, Sports, Food, Scenery, Night Scene, Night Portrait, Baby, Soft Skin, Fireworks, Party, Snow, Self-Portrait	Simple, Normal Picture, Macro, Portrait, Sports, Food, Scenery, Night Scene, Night Portrait, Baby, Soft Skin, Fireworks, Party, Snow	Simple, Normal Picture, Macro, Portrait, Sports, Food, Scenery, Night Scene, Night Portrait, Baby, Soft Skin, Fireworks, Party, Snow	Simple, Normal Picture, Macro, Portrait, Sports, Food, Scenery, Night Scene, Night Portrait, Baby, Soft Skin, Fireworks, Party, Snow	
Colour Effect Mode	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	Cool, Warm, Black & White, Sepia	
Recording Image Size	2304 x 1728, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080	Still (pixels): 2560 x 1920, 2048 x 1536, 1600 x 1200, 1280 x 960, 640 x 480, 1920 x 1080
Moving Image	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	320 x 240 pixels, 30fps, 10fps	
Burst Shooting Mode	Full-Resolution, 4 fps or 2fps	Full-Resolution, 3 fps or 2fps	Full-Resolution, 3 fps or 2fps	Full-Resolution, 3 fps or 2fps	Full-Resolution, 3 fps or 2fps	Full-Resolution, 3 fps or 2fps	Full-Resolution, 2.7 fps or 1.0fps	
Max. Images (Standard) / Max. Images (Fim)	Max. 7 images (Standard) / Max. 4 images (Fim)	Max. 5 images (Standard) / Max. 3 images (Fim)	Max. 5 images (Standard) / Max. 3 images (Fim)	Max. 5 images (Standard) / Max. 3 images (Fim)	Max. 7 images (Standard) / Max. 4 images (Fim)	Max. 7 images (Standard) / Max. 4 images (Fim)	Max. 9 images (Standard) / Max. 5 images (Fim)	
Unlimited Consecutive Shooting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Built-in Memory	14MB	14MB	14MB	5 sec	5 sec	5 sec	5 sec	
Auto Angle Detection	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Recording Media	2.0"	2.0"	2.0"	2.5"	2.5"	2.0"	2.5"	
Microphone	Built-in Memory, SD Memory Card, Multimedia Card	Built-in Memory, SD Memory Card, Multimedia Card	Built-in Memory, SD Memory Card, Multimedia Card	SD Memory Card, Multimedia Card	SD Memory Card, Multimedia Card	SD Memory Card, Multimedia Card	SD Memory Card, Multimedia Card	
Speaker	-	-	-	Yes	Yes	Yes	Yes	
Power	AA Oxyride Battery (included)	AA Oxyride Battery (included)	AA Oxyride Battery (included)	AA Oxyride Battery (included)	AA Oxyride Battery (included)	AA Oxyride Battery (included)	Li-ion Battery Pack (7.2V, 400mAh) (included)	
Battery Life (approx.)	215 pictures (CIPA Standard)	215 pictures (CIPA Standard)	235 pictures (CIPA Standard)	300 pictures (CIPA Standard)	300 pictures (CIPA Standard)	300 pictures (CIPA Standard)	340 pictures (CIPA Standard)	
Standard Accessories	AA Oxyride battery x2; video cable; USB cable; strap; CD-Rom (various driver software)	AA Oxyride battery x2; video cable; USB cable; strap; CD-Rom (various driver software)	AA Oxyride battery x2; video cable; USB cable; strap; CD-Rom (various driver software)	AA Oxyride battery x2; video cable; USB cable; strap; CD-Rom (various driver software)	Battery pack & charger; AC/DC/USB cable; strap; CD-Rom (various driver software)	Battery pack & charger; AC/DC/USB cable; strap; CD-Rom (various driver software)	Battery pack & charger; AC/DC/USB cable; strap; CD-Rom (various driver software)	Li-ion Battery Pack (7.2V, 400mAh) (included) 340 pictures (CIPA Standard) Battery pack & charger; AC/DC/USB cable; strap; CD-Rom (various driver software)

LUMIX DIGITAL CAMERAS



LUMIX

A Fusion of Advanced Technologies

Panasonic's award winning Lumix digital cameras set a new standard in digital camera performance. A collaborative partnership between Panasonic digital technologies and world renowned Leica optical technologies delivers some of the most exquisite, emotionally rich photos ever recorded that cannot be measured by pixel count or lens specification alone.

Lumix leading the way

O.I.S. (Optical Image Stabiliser)

The ultimate image stabilising system is a Panasonic original. It was developed to help compensate for camera handshakes, but its main goal is to achieve the highest possible image quality. Panasonic is the only brand to offer OIS in compact digital cameras.

Heir to a tradition of excellence

The Leica DC Vario-Elmarit and Leica DC Vario-Summiconr lenses made by Leica Camera AG are highly acclaimed.

The use of several aspherical lenses virtually eliminates spherical aberration. The result is extremely precise image rendering with minimal distortion, even in wide-angle shots. A Leica multi coating process applied to the lens helps to prevent fogging caused by flare and ghosts that can result from excessive light.

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Venus Engine II/Plus Processor

High speed, high precision image processing LSI.

The Venus Engine II LSI dramatically improves both image resolution and camera response time. We cut the release time lag to 0.006 seconds, making Lumix extremely quick and responsive. It also optimises lens performance. The digital correction capability and the high optical precision of the Leica DC lens delivers spectacular rendering and naturally beautiful photos.

Take a series of quick photos

Venus Engine II offers fast consecutive shooting at 4 frames per second (4 Megapixel models).

Venus Engine Plus

Reduces power consumption even with the large LCD and Mega OIS functions. Noise in dark areas of the photo is reduced to as little as one third without affecting image quality in bright areas.



Auto Focus

The Auto-Focus system in LUMIX models goes well beyond conventional 1-point and spot-distance focusing. It has 3-point focusing that prevents the system from fixing on the area between two subjects, and 9-point focusing for further re-assurance.

Mode Dial

A user friendly dial makes it easy to choose from a variety of scene modes that best match your photo situation, and to navigate the different menus on the screen.

♥ Simple Mode

📺 Normal Picture Mode (Program AE)

🌸 Macro Mode

🎬 Moving-Image Mode

▶ Playback Mode

🎬 Moving-Image Mode

▶ Playback Mode

🏞 Scenery Mode

🌃 Night Portrait Mode

🍷 Party Mode

🎆 Fireworks Mode

🏊 Sports Mode

❄ Snow Mode

Digital Camera Advantages

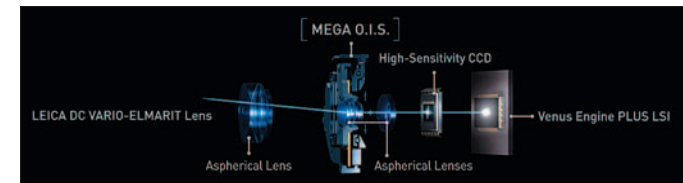
Digital and film cameras are both designed to take photographs. However, their basic characteristics and advantages are quite different.

	DIGITAL	FILM
Shutter	Images can be easily deleted and retaken	Pressing the shutter uses one frame of film
Bad Shot	Images can be instantly checked and retaken if necessary	Cannot check the image until it is developed
Colour Options	Black and white and sepia-tone photos can be easily created	Must change film or use inconvenient filter
Macro Photos	Lets you shoot close-ups a few centimetres away	Only possible with single lens reflex cameras using a macro lens
Printing	Possible at home, in any desired size, or at a photo lab	Must be printed by a photo lab
Television	Photos can be viewed on large screen TV	Photos cannot be seen on TV
Personal Computer	Photos can be used immediately on a PC	After developing, photos must be scanned and converted to digital data
Retouching	Editing is easy, using photo editing software	Photos cannot be changed
Cost	No film to buy or print development cost	Film and development cost is continuous

LUMIX

MEGA O.I.S Optical Image Stabiliser

Hand shake ruins more photos than anything else. Lumix cameras solve this problem with advanced MEGA O.I.S. to give blur-free, clear, sharp photos.



MEGA O.I.S. helps correct hand shake in situations like these:

Blurry spur-of-the-moment shots

MEGA O.I.S.OFF MEGA O.I.S.ON

Blurry shots in dimly lit rooms

MEGA O.I.S.OFF MEGA O.I.S.ON

Blurry self-portraits

MEGA O.I.S.OFF MEGA O.I.S.ON

Blurry zoom shots

MEGA O.I.S.OFF MEGA O.I.S.ON

Blurry macro shots

MEGA O.I.S.OFF MEGA O.I.S.ON

Blurry shots of night scenery

MEGA O.I.S.OFF MEGA O.I.S.ON

Digital Networking with LUMIX Digital Cameras

Turn any room into a photo gallery

Just slip your LUMIX camera's SD card into the TV's built-in card slot and you are ready for a beautiful slide show.



Turn your DVD recorder into a digital photo service

To store your favourite images from your LUMIX camera, just slip the SD Memory Card into the card slot and you're ready to upload photos to the hard disc drive. You can also create your own digital photo album by copying the shots from the hard drive onto DVD-RAM discs.



LUMIX

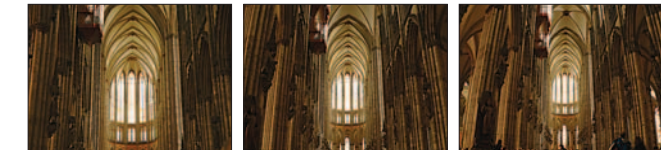
Options that give you more creativity

Wide Conversion Lens

Allows shooting at 0.8x with F2.8 brightness across the entire 29mm to 58mm range*. Use it to capture wide indoor shots or vast landscapes, with levels of clarity, detail and sensitivity that convey the emotion behind the scene.



DMW-LWZ10 (0.8x) (for FZ20)



50mm

35mm

29mm

Tele Conversion Lens

Allows shooting at 1.5x with F2.8 brightness across the entire 324mm to 648mm range*. Enjoy remarkably clear, vivid, expressive shots of distant objects, with even greater power and dynamism from your 12x zoom.



DMW-LTZ10 (1.5x) (for FZ20)



50mm

420mm

648mm

*35mm lens equivalent

Panasonic
ideas for life

www.panasonic.co.uk
www.panasonic.co.uk/lumix