

Panasonic Introduces New DMC-FZ38 Digital Still Camera With High Definition Movie Recording Capability

New LUMIX Camera Features 18x Zoom and Enhanced Optical Image Stabilizer

Berlin, Germany (September 3, 2009) – During IFA 2009 in Berlin, Panasonic will be exhibiting the new LUMIX DMC-FZ38 digital still camera that offers the AVCHD Lite long time recording capability for high-definition movies in combination with a powerful 27mm wide angle 18x optical zoom LEICA DC VARIO-ELMARIT lens*¹ (equivalent to 27-486mm on a 35mm film camera) with F2.8 brightness. The new LUMIX ZX1 also incorporates an enhanced Optical Image Stabilizer called POWER O.I.S. (Optical Image Stabilizer), an ultra high-speed AF for capturing scenes as they happen and features Intelligent Auto (iA) mode in both still and video recording.

A true hybrid, the DMC-FZ38 operates as both a camera and a camcorder and is easy to operate. In addition to Motion JPEG images, the DMC-FZ38 can record high-definition motion pictures in AVCHD Lite*². It features almost double the recording time in HD quality compared with the conventional Motion JPEG format. In AVCHD Lite recording, users can select from three levels of motion image quality: SH (17Mbps), H (13 Mbps) and L (9Mbps). AVCHD Lite lets users enjoy watching still images and HD movies by inserting the SDHC/SD Memory Card from the camera into the VIERA Image Viewer on a Panasonic VIERA HDTV or by connecting the camera via an optional mini-HDMI cable to a VIERA Link-equipped TV. The DMC-FZ38 also features a Creative Movie mode which lets the user set the shutter speed and aperture manually and Dolby Digital Stereo Creator to record high quality audio.

Panasonic's Intelligent Auto (iA) mode has also been further improved thanks to the enhanced Optical Image Stabilizer and improved Face Recognition function. The handshake component which is physically generated when pressing the shutter button or when shooting at night with a slow shutter speed is a low-frequency vibration for which the new POWER O.I.S. is effective, greatly improving the photo quality when taken at night or indoors. With the improved face recognition function, once a familiar face has been recorded several times, the camera will prompt the

photographer to register this face. If the familiar face appears in the frame again, the camera will display the name specified for that person and prioritize focus and exposure so that the registered face is bright and in sharp focus. Up to six people's faces can be registered, and up to three can be simultaneously recognized to show their names once registered. The iA mode can also be used in motion image recording.

To ensure that photographers are able to catch every possible shooting opportunity, Panasonic developed an industry-leading, ultra high-speed AF that has dramatically shortened the start-up time. The multi-task image-processing engine also has a super-fast response time. The shutter release time lag is only approx. 0.007 seconds, making it easy to capture sudden photo opportunities. In burst shooting mode, the LUMIX FZ38 can snap approx. 2.3 shots per second at 12.1-megapixel full resolution. In High-speed Burst shooting mode, the LUMIX FZ38 fires off approximately 10 shots per second and a newly added Flash Burst mode makes it possible to take consecutive shots with continuous emissions of the flash.

The manual controls of the FZ38 are more versatile than in previous models and the control layout has been improved to make them easier and more intuitive to use. The Advanced Scene mode, unique to high-end compact Lumix cameras, now includes a Close-up mode that lets users enjoy sophisticated close-up photography with remarkable ease. The FZ38 also features a 2.7-inch Intelligent LCD with a wide viewing angle to improve visibility during recording and playback. Despite its outstanding performance, Thanks to a highly efficient image processor, up to 470 shots*³ per single battery charge.

*1 35mm film camera equivalent: 27-486mm.

*2 The "AVCHD" is a high definition (HD) digital video recording / playback format jointly established by Panasonic Corporation and Sony Corporation. 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.

*2 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.

*3 Based on a CIPA standard.

For more information on the products presented at IFA 2009, please visit: www.panasonic.eu.

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About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US\$78.4 billion) for the year ended March 31, 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

DMC-FZ38 Specifications

Metrics	Dimensions (W x H x D)	117.6 x 75.8 x 88.9 mm (4.63 x 2.98 x 3.50 in)	
	Weight	Approx. 367g (0.81 lb) Approx. 414g with Battery and SD Memory Card (0.91 lb)	
Optics	Pixels	Camera Effective Pixels 12.1 Megapixels	
	CCD	Sensor Size / Total Pixels / Filter 1/2.33-inch / 12.7 Total Megapixels / Primary Color Filter	
	Lens	Aperture	F2.8 - 4.4 / Multistage Iris Diaphragm (F2.8 - 8 (W) / F4.4 - 8 (T))
		Optical Zoom	18x
		Focal Length	f=4.8-86.4mm (27-486mm in 35mm equiv.)
		Extra Optical Zoom (EZ)	22.1x (4:3 / 8M), 28.1x (4:3 / 5M), 35.2x (under 3M)
		Lens	LEICA DC VARIO-ELMARIT 11 elements in 8 groups (3 Aspherical Lenses / 2 ED lenses)
		2-Speed Zoom	Yes
		Optical Image Stabilizer	Power O.I.S. (Auto / Mode1 / Mode2)
		Conversion lens Compatibility	Yes
		Digital Zoom	4x (Max. 72.0 x combined with Optical Zoom without Extra Optical Zoom) (Max.140.8x combined with Extra Optical Zoom)
		Focus	Focusing Area
	Focus Range Display		Yes
	AF Assist Lamp		Yes
	Focus		Normal / Macro, Quick AF On/Off (On in Intelligent Auto), Continuous AF On/Off AF/MF Switchable, Manual Focus(Joystick), One Shot AF, AF Area Select, AF Tracking
	Shutter	AF Metering	Face / AF Tracking / Multi (11pt) / 1pt HS / 1pt / Spot
		Shutter Speed	Still: 60 - 1/2000 sec Creative Movie Mode : 1/30 - 1/20,000 sec (1/8 - 1/20,000 sec on MF operation on Manual mode)
Finder	Viewfinder	0.20" Color EVF (201.6K Pixels equiv.), Field of View : approx. 100%, Lens 19.6x	
Recording	iA	Optical Image Stabilizer	Yes
		Intelligent ISO Control	Yes
		Face Detection	Yes
		Intelligent Scene Selector	Portrait, Scenery, Night Portrait, Night Scenery, Macro
		Intelligent Exposure	Yes
		AF Tracking	Yes
		Digital Red Eye Correction	Yes
	File	File Format	Still Image: JPEG(DCF/Exif2.21) / RAW Motion picture: AVCHD Lite / QuickTime Motion JPEG
	Interface	Mode Switch	[Recording] / [Playback]

Recording Modes	Mode Dial / Mode Button	Intelligent AUTO, P(Program) mode, A(Aperture Priority) mode, S(Shutter Priority) mode, M(Manual) mode, Creative Movie mode, Portrait mode, Scenery mode, Sports mode, Night Portrait mode, Close-up mode, Scene mode, My Color mode, Custom
	Still Image Scene Mode	Party, Candle Light, Baby1, Baby2, Pet, Sunset, High Sensitivity, Hi-Speed Burst, Flash Burst, Panning, Starry Sky, Fireworks, Beach, Snow, Aerial Photo, Pinhole, Film Grain, High Dynamic(Standard, Art, B&W), Photo Frame, Panorama Assist
	Advanced Scene Mode	Portrait mode : Normal, Soft Skin, Outdoor, Indoor, Creative Scenery mode : Normal, Nature, Architecture, Creative Sports mode : Normal, Outdoor, Indoor, Creative Close-up: Flower, Food, Objects, Creative Night Portrait : Night Portrait, Night Scenery, Illuminations, Creative
	Movie Scene Mode	Portrait, Scenery, Low Light, Flower, Intelligent AUTO, Soft Skin, Food, Objects, Party, Candle Light, Sunset, High Sensitivity, Panning, Beach, Snow, Aerial Photo, Pinhole, Film Grain, Creative Movie(P, S, A, M) mode
	Continuous Shooting Mode	Full-Resolution Image, 2.3 frames/sec Max. 5 images (Standard mode), Max 3 images (Fine Mode) High-speed Burst Mode: approx. 10 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)(Speed Priority) approx. 6 frames/sec (recorded in 3M for 4:3, 2.5M for 3:2, 2M for 16:9)(Image Priority)
	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 1280x720, NTSC Mode: NTSC model: 60p(CCD output is 30p) / PAL model: 50p(CCD output is 25p) (AVCHD Lite, SH: 17Mbps / H:13Mbps / L:9Mbps) / 30fps (Motion JPEG)
Exposure Parameters	Exposure	Program AE, Aperture Priority AE, Shutter Priority AE, Manual, Program Shift(Program AE mode)
	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 / Center Weighted / Spot
	ISO Sensitivity	Auto / 80 / 100 / 200 / 400 / 800 / 1600 High Sensitivity (ISO 1600-6400)
Image Parameters	Max Auto ISO Setting	Yes
	Aspect Ratio	4:3 / 3:2 / 16:9
	Still Picture Recording	4:3 4000x3000(12M) / 3264x2448(8M EZ) / 2560x1920(5M EZ) / 2048x1536(3M EZ) / 1600X1200(2M EZ) / 640X480(0.3M EZ)

Others		<p>3:2 4000 x 2672(10.5M) / 3264 x 2176 (7M EZ) / 2560 x 1712 (4.5M EZ) / 2048 x 1360 (2.5M EZ)</p> <p>16:9 4000 x 2248(9M) / 3264 x 1840 (6M EZ) / 2560 x 1440 (3.5M EZ) / 1920 x 1080 (2M EZ)</p>	
	Image Quality	Fine / Standard / RAW / RAW+JPEG	
	White Balance	Auto / Daylight / Cloudy / Shade / Flash / Halogen / Color Temperature / White Set 1 / White Set 2 (Selectable at Portrait, Soft Skin, Sports, Baby, Pet, High Sensitivity, Hi-Speed Burst, Pinhole, Panorama Assist mode)	
	Quick Menu	Yes	
	Color Mode / Color Effect	Black & White, Sepia, Cool, Warm	
	Real-time histogram	Yes	
	Composition Guide line	Yes (2 pattern)	
	Auto Review	1sec, 2sec, Hold, Zoom	
	Review	Yes	
	Zoom Resume	Yes	
	Optical Zoom in Motion Picture	Yes	
	Macro Zoom	Yes	
	Orientation Detector	Yes	
	Scene Mode Help Screen	Yes	
	Self Timer	2sec / 10sec / 10sec[3 pictures]	
	Focus Icon Select	Yes	
Playback Mode	Normal Playback, Slideshow, Category Playback, Favorites Playback, Mode Play		
Playback	Display	Thumbnails / Zoomed Playback	12,30-thumbnails / Max 16x
		Calendar Display	Yes
	Set Favorites	Yes	
	Playback Motion Picture	Yes (AVCHD Lite / Motion JPEG)	
	Slideshow Mode	All / Still Images Only / Motion Picture Only / Category / Favorites BGM Effect (Natural / Slow / Swing / Urban / OFF)	
	Show Histogram	Yes	
	Show Highlights	Yes	
	Delete	Delete Image	Single / Multi / All / All except Favorites
		DPOF Print Setting / Set Protection	Yes / Yes
		Edit	Resize / Trim / Leveling
	Copy / Title Edit / Text Stamp		Yes / Yes / Yes
	PictBridge Support		Single / Multi / All / Favorites / DPOF
	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 *varies depending on the sales area.
	Setup	Travel Date / World Time	Yes / Yes

Others	Monitor	LCD Monitor	2.7" TFT Screen LCD Display (230K dots) Field of View : approx. 100% AUTO Power LCD mode, Power LCD mode
	Flash	Built-in-Flash	Auto, Auto/Red-eye Reduction, Forced On, Slow Sync./Red-eye Reduction, Forced Off 0.3 - 8.5m (Wide/ISO Auto), 1.0 - 5.4m (Tele/ISO Auto)
	Media	Recording Media	Built-in Memory, SD Memory Card, SDHC Memory Card
		Built-in-Memory	Approx. 40MB
	Audio	Microphone / Speaker	Stereo(Dolby® Digital Stereo Creator) / Yes
	Interface	Interface	AV Output, mini HDMI, USB2.0 High speed, DC Input
		HDMI output	Video: Auto / 1080i / 720p / 480p(576p for PAL) Audio: Dolby® Digital Stereo Creator
	Power	Power	Li-ion Battery Pack (7.2V, 710mAh) (Included) AC Adaptor (Input: 110-240V AC) (Optional)
		Battery life (approx.)	470 pictures (CIPA Standard)
	Standard Package	Included Software	PHOTOfunSTUDIO 4.0 HD Edition ArcSoft (MediaImpression / Panorama Maker), QuickTime
		Standard Accessories	Battery Charger, Battery Pack, AV Cable, AC Cable, USB Cable, Shoulder Strap, CD-ROM, Lens hood, Lens hood adaptor