

LUMIX leads industry with 60x optical zoom camera^[i]: **LUMIX DMC-FZ70**

SYDNEY, 18 July, 2013 – Panasonic has announced the latest advancement in its popular FZ Series, the LUMIX DMC-FZ70, featuring a powerful 60x optical zoom, LUMIX DC VARIO 20mm ultra wide-angle lens (35mm camera equivalent: 20-1200mm) and superior manual control.

The new camera is ideal for users who want to capture distant subjects or landscapes. The 60x optical zoom can be boosted to 120x equivalent with the Intelligent Zoom function; and an optional Tele Conversion Lens (DMW-LT55) extends the zoom ratio to 1.7x to bring photographic subjects even closer.

The camera is quick and responsive, with Light Speed AF, and a fast start-up time of approx. 0.9 second. It offers high resolution imaging, minimal noise and precise high speed shooting via enhancements to the 16.1 megapixel High Sensitivity MOS sensor, and Venus Engine image processor. The DMC-FZ70 supports shooting at 9 fps in 16.1-megapixel full resolution^[ii] with mechanical shutter and 5 fps with continuous AF.

The DMC-FZ70 records 1,920 x 1,080 50i full HD video in AVCHD / MP4^[iii] with highly realistic stereo sound. It's the first in the FZ range to offer the newly developed Wind Shield Zoom Microphone, which dramatically improves sound quality, minimising wind noise by approx. 70%^[iv] compared with its predecessor. The 60x optical zoom and POWER O.I.S. (Optical Image Stabiliser) with Active Mode work together to suppress blur in video recording.

Creativity is given free rein with Creative Panorama, Creative Control, Creative Retouch and 15 filter effects^[v]. The camera also includes a hot shoe and convenient compatibility with a range of optional accessories.

The DMC-FZ70 will be available in Australia in September 2013. Pricing will be available closer to the launch date.

Powerful zoom lens

The DMC-FZ70 has a 20mm ultra wide angle lens, capturing around 140% wider angle of view compared with a 24mm lens. Improvements to the POWER O.I.S. (Optical Image Stabiliser) over the previous model, the DMC-FZ60, allow handheld shooting even at 1200mm super telephoto.

The advanced lens unit achieves an outstandingly compact body - delivering exceptional optical performance that suppresses distortion at the wide end and colour bleeding at the telephoto end. The lens comprises 14 elements in 12 groups, including six aspherical lenses with nine aspherical surfaces and 3 ED (Extra-Low Dispersion) lenses.

Full HD Video and excellent sound recording

The camera records high resolution full-HD 1,920 x 1,080 50i videos in AVCHD (MPEG-4 / H.264) format. Movies can be played back on a VIERA Full HD TV, a Panasonic Blu-ray player or recorder by simply inserting an SD Memory Card or a mini HDMI cable. Additionally, a separate button on

the top of the camera lets the user instantly start recording videos. Alternatively, users can choose MP4 at 25p for video recording, which has greater compatibility with PCs.

The highly realistic Dolby® Digital Stereo Creator supports video recording. Sound quality is further improved with a newly developed Wind Shield Zoom Microphone that minimises wind noise by approx. 70% compared with the DMC-FZ60. Externally, the sealed structure prevents wind from hitting the microphone directly and retention of air is also suppressed internally. As a result, sound is clear, even when recording on a windy day. The microphone has a substantial increase in volume of around 50%, and boasts improved S/N ratio to suppress noise in quiet surroundings.

Other features available in video recording include the 60x zoom, Power O.I.S. with Active Mode to support wide angle recording without loss of quality in situations such as shooting while walking; and iA (Intelligent Auto).

Intuitive control and creative features

The DMC-FZ70 is equipped with a 0.2-inch EVF (Electronic Viewfinder) that features 202,000-dot equivalent resolution and 100% field of view. Thanks to the increased frame rate from 30 fps to a max. 60 fps, image lag is also minimised, making this camera suitable for shooting fast-moving subjects under strong sunlight. The 3.0-inch 460,000-dot Intelligent LCD is designed for clear, flexible monitoring with an AR Coating and wide viewing angle.

Full manual control and P/A/S/M mode allows advanced users to enjoy more creative photography. The Creative Control and Creative Retouch modes now include 15 filters: Expressive, Retro, Old Days, High Key, Low Key, Sepia, Dynamic Monochrome, Impressive Art, High Dynamic, Cross Process, Toy Effect, Miniature Effect, Soft Focus, Star Filter and One Point Color. Creative Panorama makes it possible to create a dramatic horizontal or vertical panoramic image by taking consecutive shots, overlaying the images and adding filters^[vi].

Compatibility with a range of accessories

For more advanced creative freedom, the DMC-FZ70 is equipped with a hot shoe and offers compatibility with a variety of optional accessories.

Tele Conversion Lens (1.7x): DMW-LT55

Close-up Lens: DMW-LC55

Conversion Lens Adaptor: DMW-LA8

MC Protector: DMW-LMCH55

ND Filter: DMW-LNDH55

PL Filter: DMW-LPL55

External Flash: DMW-FL220 (GN22) / DMW-FL360L (GN36) / DMW-FL360 (GN36) / DMW-FL500 (GN50)

Battery Pack: DMW-BMB9

^[i] For a digital camera as of July 18, 2013

^[iii] A maximum of 3 images

[iii] Sensor output is 25p

[iv] In light breezes with wind speeds of three metres per second

[v] Some creative control modes cannot be used in Creative Panorama and Creative Retouch.

[vi] Expressive, Retro, Old Days, High Key, Low Key, Sepia, Dynamic Monochrome, Impressive Art, High Dynamic, Cross Process, Soft Focus, Star Filter and One Point Color.