

Panasonic releases powerful new LUMIX DMC-GX85 with 5-axis image stabilisation, advanced sensor and 4K technologies



Sydney, April 5, 2016 – Panasonic has released the LUMIX DMC-GX85, featuring powerful new technologies including 5-axis image stabilisation (IS), an advanced sensor and 4K Photo and Video.

The DMC-GX85 is Panasonic’s first G Series camera to incorporate 5-axis in-body stabilisation. This operates during both photo and video recording, including 4K shooting, to deliver a superior performance with stable imaging in situations where that was not previously possible - from capturing images at slow shutter speed or with a telephoto lens, to handheld video shooting.

Furthermore, using any one of the 13 compatible Panasonic lenses, users can also enjoy Dual IS, which now combines the new 5-axis in-body stabilisation with the original 2-axis optical stabilisation in the lens. This provides class-leading stabilisation in both photo and video from wide angle to telephoto, and offers the photographer stunning effectiveness even when shooting handheld with lenses such as the LEICA DG VARIO-ELMAR 100-400mm.

The camera’s re-engineered 16 megapixel Digital Live MOS sensor sees the Low Pass Filter removed for even more highly detailed images, with an improvement in resolution of around 10 per cent¹. At the same time, Panasonic’s new Venus Engine suppresses moiré. The DMC-GX85 delivers sharper images than ever before for crystal-clear, true to life photo and video.

The DMC-GX85 has a new shutter mechanism, electromagnetically driven instead of spring driven, meaning a reduction in size for a smaller camera profile. In addition, the shutter is much quieter and shock caused by the shutter is virtually eliminated, providing extra confidence to the photographer, even in challenging shooting situations.

Panasonic gives DMC-GX85 users extra finesse in bracketing capabilities to capture the perfect shot. Focus Bracketing adjusts the focus point while maintaining depth of field - useful for precise macro shots; while Aperture Bracketing maintains focus while adjusting depth of field.

The DMC-GX85 backs these new capabilities with all the benefits of Panasonic’s 4K feature suite. 4K Video offers four times the resolution of Full HD and easy to use 4K Live Cropping for stable panning and zooming during recording.

4K Photo – now with a dedicated on-camera button - ensures total precision in capturing the defining shot with 4K Pre-burst mode which shoots 30 frames per second before and after the shutter is released. Post Focus mode allows the user to choose the focal point of an image, after the shot has been taken.

Doug Campbell, Senior Product Manager, Imaging, Panasonic, said: “The DMC-GX85 has similar lines to our breakthrough DMC-GX7 which proved incredibly popular with enthusiasts. We’ve taken their feedback to offer a camera that supports vivid imaging with a powerful stabilisation system and precise features - designed for the meticulous photographer who seeks to express their creativity with that unique shot.”

Users who love dynamic black and white photography will enjoy the new ‘L Monochrome’ profile with rich gradation reminiscent of classic black and white film.

The DMC-GX85 has excellent ergonomics with a high-resolution 2764K-dot Live View Finder offering pin-sharp 0.7x magnification (35mm camera equivalent). For convenience, the Eye Sensor is activated simply by looking into the viewfinder, and the 3-inch 1,040K-dot rear monitor has a versatile tilting design.

The camera body has an attractive textured look. The front and rear dial system is crafted in high-quality aluminium and provides flexibility as well as complete control over the camera, while the solid grip is stable and comfortable to hold.

Other key features:

- Contrast AF with Depth from Defocus technology offering high speed AF of approx. 0.07ⁱⁱ sec, and high-speed burst shooting at 8 fps (AFS) / 6 fps (AFC)
- Low-light AF with autofocus in -4EV lighting
- Starlight AF for capturing subjects like stars in the sky at night using autofocus
- Other useful AF features include 49-point focus detect, Custom Multi AF, Face/Eye Detection AF and Pinpoint AF
- Focus, aperture, exposure and white balance bracketing
- Creative Control with 22 filter options that can be applied in P/A/S/M mode
- Wi-Fi connectivity using the Panasonic Image App
- New optional External Flash DMW-FL200L (GN20). Complies with 90-degree vertical bounce lighting, can be used as an LED light in video recording and features wireless shooting.

The DMC-GX85 will be available in Australia in late May from photographic specialists and consumer electronics retailers. The body is available in black or two-tone silver and black.

DMC-GX85 pricing and availability:

Body only (DMC-GX85GN-K, -S): RRP \$1099

Single lens kit with 12-32mm lens (DMC-GX85KGNK, S): RRP \$1199

Twin lens kit with 12-32mm & 45-150mm lenses (DMC-GX85TWIN-K, -S): RRP \$1449

Zoom lens kit with 14-140mm lens (DMC-GX85ZOOM-K, -S): RRP \$1699

For further information, please visit www.panasonic.com.au



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