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LUMIX DC-GX850: Stylish entry-level addition to LUMIX GX Series with the power of 4K Photo and 4K Video

Sydney, January 5, 2017 – The new pocketable LUMIX DC-GX850 combines superior shooting features with style. This entry-level GX Series model has powerful 4K Photo and 4K Video features; an attractive design in a choice of orange, 'cherry blossom', or two-tone black and silver; and a handy 180-degree flip-up rear monitor ideal for video blogs.

Doug Campbell, Senior Product Manager, Imaging, Panasonic, said: "This compact system camera offers true quality and value, with all the core LUMIX G Series features so first-time photographers can capture stunning shots. With its introduction, our entire G Series range now offers our 4K suite of technologies. 4K Photo means you can be confident in capturing that fleeting moment to share with friends. And, 4K Video recording that fits in your pocket really brings vlogs to life."

The LUMIX DC-GX850 is priced at $799RRP and will be available in Australia in March from photographic specialists and consumer electronics retailers.

Powerful 4K

The DC-GX850 has Panasonic's very latest 4K capabilities, including 4K Video recording at 4x the resolution of Full HD. The DC-GX850 captures smooth 4K Video in 3840 x 2160 at 30p/25p/24p in MP4[i], in addition to Full HD 1920 x 1080 50p/60p.

Say goodbye to the disappointment of pressing the shutter too early or too late – the camera is designed to capture the unmissable moment. 4K Photo captures split-second shots with total precision by shooting 30 frames per second before and after the shutter is released. In addition, Batch Save stores an entire burst sequence of up to 150 frames at just one press of a button.

Light Composition combines the brightest pixels from a series of images to create vibrant night scenes such as fireworks.

Once set, Post Focus allows you to choose the focal point of an image after it's been taken. You can then use the touchscreen to select the exact area you want to focus on – ideal for macro shots of food. Focus Stacking allows the user to combine focal points to achieve complete foreground to background focus.

High-resolution, responsive shooting

The stylish, sleek DC-GX850 compact system camera has a high-quality 16.0 megapixel sensor for crisp, detailed images, combined with technologies for precise focus and fast, responsive shooting. An attractive and versatile matching silver LUMIX G lens is supplied with the camera – the LUMIX G VARIO 12-32mm / F3.5-F5.6 ASPH./MEGA OIS.

The fast, accurate Contrast AF System features DFD (Depth From Defocus) technology exchanging digital signals between the camera and the lens at a max. 240 fps[ii], to achieve ultra-fast autofocusing of approx. 0.07 sec[iii].   High speed burst shooting at 5.8 fps (AFS) / 5 fps (AFC) captures fast-moving subjects in crisp focus.

The DC-GX850 offers an array of clever autofocus features for the user, including Low-Light AF with autofocus in -4EV lighting; Starlight AF for capturing subjects such as stars in the sky at night; as well as 49-point focus detect, Custom Multi AF, Face/Eye Detection AF, Face Recognition AF and Pinpoint AF.

Hands free selfies with the flip-up monitor
The LUMIX DC-GX850 has a large 3.0-inch 1040K-dot touch control monitor that flips 180 degrees. It offers high visibility for outdoor shooting, minimising reflection.

Once the LCD monitor is flipped up, Self Shot Mode is triggered. Capabilities include Face Shutter, which triggers the shutter after you wave your hand in front of your face, and Buddy Shutter, which operates when the camera detects two faces next to each other. This is ideal to take a quick shot with friends, especially when using a selfie stick. In these modes, the camera can take the shot immediately, or after a 3-second or 10-second countdown.

Panasonic has also introduced some new modes to enhance creativity. A Panorama Selfie mode takes advantage of the flip up screen to fit in large groups against dramatically scenic backgrounds. Background Control mode offers Defocus, where the subject's face is sharp and the background is blurred for a natural, attractive portrait; and Clear, where the subject and background are both sharp.

The remote control Jump Snap feature is designed for fun group shots – the acceleration sensor on a smartphone detects the highest point of a jump and releases the camera shutter via Wi-Fi and the Panasonic Image App.

Ease of use and creativity

- Full wireless control and photography via the Panasonic Image App
- Snap movie mode makes it simple to quickly capture and share a 2.8-second creative video across Vine, Instagram and Facebook
- RAW image processing in-camera
- User-friendly Intelligent Auto shooting-assist mode for beginners
- On-dial Portrait and Child modes
- Time Lapse setting
- USB battery charging

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

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[i] Recording stops when the continuous recording time exceeds 5 minutes with [MP4] in [4K]

[ii] Contrast AF with DFD Technology works only with Panasonic Micro Four Thirds lenses

[iii] In AFS, at wide-end with H-FS14140 (CIPA)