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# Fast, skilful and sleek LUMIX G9:

# Delivering best-in class performance for the photo enthusiast


**Sydney, November 8, 2017** – The Panasonic LUMIX G9 has been created to truly inspire the enthusiast photographer, with a stellar lineup of best-in-class features that deliver incredible responsiveness, stunning image quality, precise operability and outstanding mobility.

Panasonic continues to be the leading driver of innovation in the mirrorless category with the LUMIX G9. The camera delivers fastest-in-class burst shooting[i] at 20 fps (AFC) / 60 fps (AFS) in 20-megapixel resolution; introduces 6.5-stops compensation via enhanced, ultra-precise stabilisation technology (5-Axis Dual I.S. 2); and leads the industry with 80-megapixel High Resolution mode.

The G9 has breathtaking ergonomics. At 0.83x (35mm camera equivalent), the magnification ratio of the Live View Finder (LVF) is the largest in its class[ii]. This OLED LVF display has a high 120 fps (frames per second) refresh rate with no blackout[iii], key to shooting high-speed action. A status LCD on top of the body – also largest-in-class – provides detailed settings at a glance. Travel photographers will appreciate the introduction of USB charging and operation on this model.

Photographers also benefit from features first seen on the LUMIX GH5 and still unique in their class – including 6K Photo Mode burst shooting with no buffer limit, supported by high-speed backup with Dual SD UHS-II Card slots.

Scott Mellish, Product Marketing Manager, Imaging, Panasonic said: “Enthusiasts looking to broaden their scope with a highly mobile camera designed for fast action photography in the wildlife and sports arena will appreciate the G9 - with high-performance features housed in a sleek, lightweight design. In addition, the camera’s unique 80-megapixel mode is a boon for landscape photographers wanting to create images with incredible detail.”

“The G9 takes the outstanding developments that debuted with the GH5 and adds new capabilities for specialised shooting never before seen in this class of camera.”

## Key Capabilities

### Powerful performance for field shooting

The LUMIX G9 is designed to capture the defining moment. It boasts outstanding performance with fastest-in-class burst shooting[iv] at 20 fps (AFC) / 60 fps (AFS) in 20-megapixel full resolution including RAW. A blackout-free LVF[v] means the user can continuously track and keep the subject in focus. Panasonic has also introduced a new Pre-burst shooting mode on the G9, so the camera commences shooting 0.4 seconds prior to shutter release, including when shooting in RAW.

Panasonic allows the photographer to make the most of these high-speed capabilities with 6K Photo, recording a burst of 18-megapixel still images continuously at 30 fps with no buffer limit. The camera also incorporates 4K Photo, capturing 60 fps in 8-megapixel resolution. In 6K/4K Photo, three modes can be selected depending on the situation: 6K/4K Burst, 6K/4K Burst (Start/Stop) and 6K/4K Pre-burst.

Contrast AF with DFD (Depth From Defocus) technology has been further advanced, with the G9 able to achieve an industry-leading AF of 0.04 sec[vi] (approx.). The camera’s high processing performance also allows it to incorporate Deep Learning technology (in addition to the conventional Face/Eye Recognition) – which detects the human body and is intended for action and sports photography.

### 6.5-stops compensation with 5-Axis Dual I.S. 2

Panasonic’s Dual I.S. 2 technology combines 5-axis internal stabilisation with the optical image stabilisation in selected lenses[vii]. It has been enhanced in the G9 with a new algorithm, and can now support up to 6.5 stops of image stabilisation[viii] - enabling shooting still subjects handheld at much slower shutter speeds and ISO values. It even allows shooting at ultra-telephoto focal lengths handheld up to 800mm[ix] (35mm equivalent), so photographers can capture amazing wildlife and landscape images.

The new algorithm precisely calculates shake information from the gyrosensor, image sensor and accelerometer sensor for highly accurate shake detection and compensation, in particular for low-frequency movement.

**Magnificent picture quality with 80-megapixel High Resolution Mode**

Panasonic has optimised the G9 sensor for magnificent photography. The new High Resolution mode produces an 80-megapixel equivalent (10368 x 7776 pixels) RAW and/or JPEG image by automatically taking and combining 8 consecutive images in-camera. Designed for tripod shooting – such as landscapes - this provides amazing ease, detail and flexibility, allowing photographers to create very detailed scenes and large prints from their images.

Scott Mellish added: "With resolution like this generally seen only on medium format cameras that cost many times more than the G9, this will have great appeal when tripod shooting in the fields of landscape, architecture and product photography."

At the heart of the camera, the 20-megapixel Digital Live MOS sensor (without Low Pass Filter) and the high-precision Venus Engine processor - provide incredible detail, outstanding low-light performance and impressive dynamic range. The Venus Engine has a number of technologies that are designed to deliver a stunningly natural image. Multipixel Luminance Generation ensures that even the pixels on the edges of images are precise without false colours. Three-dimensional Colour Control balances hue, saturation and brightness for rich colour reproduction from dark to light. High Precision Multi Process Noise Reduction both identifies noise and preserves detail, supporting low-light shooting at ISO 25600.

**A focus of innovation - Live View Finder with high speed and high magnification**

The LVF was a key focus of Panasonic's innovation when developing the new camera. It combines high speed and high magnification with carefully considered practical features - switchable magnification, Night Mode and AF Point Scope, designed to provide both comfort and excellent results in the field.

The LVF – with industry-leading approx. 0.83x magnification ratio and a 3,680K-dot OLED (Organic Light-Emitting Diode) display - has exceptional visibility. The fast refresh rate, free from blackout even in high speed burst shooting, is absolutely essential for action photography. The high-speed OLED technology delivers a smooth 120 fps display, a minimum time lag of less than 0.005 sec and an exceptional 10,000:1 high contrast ratio.

The magnification ratio can also be switched to 0.7x and 0.77x. No other mirrorless camera offers this, and it is an excellent feature for glasses-wearers, who can adjust the magnification in order to see the full frame.

Night Mode can be selected to put a red cast over the viewfinder and/or the LCD display. Red light does not affect the photographer's vision when shooting night scenes and astrophotography, and does not disturb wildlife, making it easier to capture shots at night.

AF Point Scope is a brand new feature on the G9 for wildlife subjects. When shooting with a long telephoto lens with a shallow depth of field, confirming the correct focus point is crucial. While using autofocus, the user can now zoom in on the LVF or LCD screen, check the desired focus point in detail, and confidently take the shot.

**Intuitive controls**

A staple of pro-level cameras, the status LCD on top of the G9 body is the largest in its class. The LCD allows settings to be checked at a glance, convenient for tripod shooting. It can also be used at night instead of the rear monitor to reduce the light emitted from the camera.

The 3.0-inch 1040K-dot touch-control rear monitor includes Night Mode, has a 3:2 aspect ratio and uses a pixel structure of RGB (Red / Green / Blue) and White for high visibility in bright sunlight. It has a versatile 270-degree tilting design.

A convenient Fn lever at the bottom front of the camera allows users to assign a function such as 'Night Mode', and quickly flick the switch to activate when needed.

**Designed for field use – rugged and mobile**

The LUMIX G9 is highly mobile at 579 grams[x], while incorporating a rugged field-ready design. The camera has a magnesium alloy full diecast front/rear frame. Secure construction and sealing for every joint, dial, and button make the G9 not only splash[xi] and dust-proof but also freeze-proof down to -10 degrees Celsius.

Panasonic has introduced USB charging with the G9. The camera can not only be charged via USB, but can also be operated while running off a portable USB power bank, useful for time lapse shooting. For the action photographer that needs to backup data while shooting, the high-speed Dual SD UHS-II Card slots provide the flexibility and protection of simultaneous recording to both cards.

Field work is also streamlined with Bluetooth 4.2 Low Energy connection and secure 5GHz Wi-Fi® (IEEE 802.11ac), providing convenient remote control and sharing with other devices, and faster data transmission.

**Optional accessories – Battery Grip and Eyecup**

The Battery Grip (DMW-BGG9) is weather sealed, enables a second battery to be used and replicates the main camera controls for portrait shooting convenience, including the joystick. An Eyecup (DMW-EC4) is available to block light falling on the viewfinder and for greater comfort.

**LUMIX G9 pricing and availability:**

The G9 will be available in Australia in January 2018 from photographic specialists and consumer electronics retailers. The accessory Battery Grip and Eyecup will also be available from January.

DC-G9GN-K - Body only: RRP $2499

DC-G9LEICA - Leica kit with 12-60mm f2.8-4.0 lens (H-ES12060E): RRP $3499

DC-G9PRO - Pro kit with 12-35mm f2.8 lens (H-HSA12035E): RRP $3499

DMW-BGG9 - Accessory Battery Grip: RRP $399

DMW-EC4 – Accessory Eyecup: RRP $29.95

For further information, please visit www.panasonic.com.au or call 132 600.

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[i] With H-ES12060, as a Digital Single Lens Mirrorless camera, as of November 8, 2017

[ii] As a Digital Single Lens Mirrorless camera, as of November 8, 2017

[iii] In 20 fps (AFC) / 60 fps (AFS) setting.

[iv] With H-ES12060, as a Digital Single Lens Mirrorless camera, as of November 8, 2017

[v] In 20 fps (AFC) / 60 fps (AFS) setting.

[vi] In 1-Area AF, at wide-end with H-ES12060 (CIPA) in LVF120 fps setting. Contrast AF with DFD works only with Panasonic Micro Four Thirds lenses.

[vii] 5-Axis Dual I.S.2 can be used with the following lenses as of November 8 2017. A firmware update may be required. H-FS14140, H-RS100400, H-ES200, H-ES12060, H-HSA12035, H-HSA35100, H-FSA45200 and H-FSA100300.

[viii] Based on CIPA standard [Yaw/Pitch direction: focusing distance f=60mm (35mm camera equivalent f=120mm), when H-ES12060 is used.

[ix] Based on CIPA standard [Yaw/Pitch direction : focusing distance f=140mm (35mm camera equiv. f=280mm), when H-FS14140 is used

[x] Body only, without battery and SD Card

[xi] Splash Proof is a term used to describe an extra level of protection this camera offers against exposure to a minimal amount of moisture, water or dust. Splash Proof does not guarantee that damage will not occur if this camera is subjected to direct contact with water.