

MEDIA RELEASE

Rugged, waterproof LUMIX FT7- designed for outdoor adventure



New rugged LUMIX is 31m waterproof and incorporates LVF, Wi-Fi, plus 4K Photo and Video

Sydney, May 14, 2018 – Panasonic has released a powerful new rugged compact camera, the LUMIX FT7. The FT7 is waterproof to 31 metres and freezeproof to -10°C, dustproof, shockproof to two metres, and pressure resistant to 100 kgf. Its rugged features are backed by a 20.4-megapixel sensor, high-quality viewfinder, Panasonic's 4K capabilities, and a 28mm wide angle 4.6x zoom LUMIX lens with folded optics¹.

The FT7 offers excellent imaging in a tough body. It delivers outstanding visibility for shooting in a range of conditions, with a 1,170K-dot equivalent Live View Finder (LVF) plus an easy to view 3.0-inch, 1,040K-dot rear monitor. Image output between the LVF and the rear monitor can be quickly switched with a dedicated button. In addition, the lens incorporates Power O.I.S to suppress handshake.

LUMIX FT7 RRP: \$599 Colours: Black, Orange Available: July 2018

The camera is ideal for popular outdoor activities throughout the year – such as fishing, camping, diving, surfing, rock climbing, skiing and snowboarding. For further protection, the FT7 body case has been thickened to withstand underwater pressure, folded optics prevent damage to the lens if dropped during operation, and the rear monitor is protected with tempered glass. With rubber padding and reinforced glass inside the camera, the LUMIX FT7 has as an airtight body protected against water immersion, dust and sand.

The camera also includes a built-in compass, altimeter and a handy 'torch light' via the LED - making it the perfect partner for outdoor adventurers and holiday makers. With the convenience of the traveller in mind, Wi-Fi streamlines sharing of images, geotagging and remote control via smartphone. The FT7 can be charged via USB cable direct to the camera, anywhere there is a USB power source.

Scott Mellish - Product Marketing Manager, Imaging, Panasonic, said: "Panasonic has a strong heritage in tough cameras. We're pleased to bring our trademark 4K Photo capabilities to this latest model - so photographers don't miss that defining moment, and images will be crystal clear from the top of a mountain to under the waves."

The FT7 captures smooth 4K Video in 3840 x 2160 at 25p, and 4K Photo with 4K Pre-burst mode shoots 30 frames per second before and after the shutter is released to capture the defining shot. The Post Focus feature, once set, allows you to choose the focal point of an image after it's been taken. You can then select the exact area you want to focus on – ideal for macro shots.

The FT7 is designed for responsive photography. It has a 1/2.3-inch high-sensitivity MOS sensor with Light Speed AF for fast autofocus; and supports high-speed burst shooting at 10 frames per secondⁱⁱ in full resolution with mechanical shutter and 5 fps with continuous AF to capture fast-moving subjects in crisp detail.

Enjoyable shooting aids include Creative Control with 22 filter effectsⁱⁱⁱ, High Speed Video for fast motion in HD (1280x720) at 100 fps, Time Lapse and Stop Motion Animation.

The LUMIX FT7 will be available in Australia from photographic specialists and consumer electronics retailers.

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

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Waterproof/Dustproof Performance

This camera's waterproof/dustproof rating complies with the "IPX8" and "IP6X" ratings. Provided the care and maintenance guidelines described in this document are strictly followed, this camera can operate underwater, to a depth not exceeding 31 m (102 feet) for a time not exceeding 60 minutes. (*1)

Anti-shock Performance

This camera complies with "MIL-STD 810F Method 516.5-Shock". The camera has cleared a drop test from a height of 2 m (6.6 feet) onto 3 cm (0.1 feet) thick plywood. In most cases this camera should not sustain any damage if dropped from a height not exceeding 2 m. (*2)

Withstand Load Performance

This camera complies with 100 kgf/220.5 lbf load tests. (*3)

This does not guarantee no destruction, no malfunction, or waterproofing in all conditions.

*1 This means that the camera can be used underwater for specified time in specified pressure in accordance with the handling method established by Panasonic.

*2 "MIL-STD 810F Method 516.5-Shock" is the test method standard of the U.S. Defence Department, which specifies performing drop tests from a height of 122 cm (4 feet), at 26 orientations (8 corners, 12 ridges, 6 faces) using 5 sets of devices, and passing the 26 orientation drops within 5 devices. (If failure occurs during the test, a new set is used to pass the drop orientation test within a total of 5 devices) Panasonic's test method is based on the above "MIL-STD 810F Method 516.5-Shock". However, the drop height was changed from 122 cm (4 feet) to 200 cm (6.6 feet) dropping onto 3 cm (0.1 feet) thick plywood. This drop test was passed. (Disregarding appearance change such as loss of paint or distortion of the part where drop impact is applied.)

*3 According to the test method specified by Panasonic.

Handling of the camera

- Waterproofing is not guaranteed if the unit is subject to an impact as a result of being hit or dropped etc. If an impact to the camera occurs, it should be inspected (subject to a fee) by Panasonic to verify that the waterproofing is still effective.
- When the camera is splashed with detergent, soap, hot spring, bath additive, sun oil, sun screen, chemical, etc., wipe it off immediately.
- Waterproof function of the camera is for sea water and fresh water only.
- Any malfunction caused by customer misuse, or mishandling will not be covered by the warranty.
- The inside of this unit is not waterproof. Water leakage will cause malfunction.

- Supplied accessories are not waterproof, card and battery are not waterproof. Do not handle with a wet hand. Also, do not insert wet card or battery into the camera.
 - Do not leave the camera for a long period of time in places where the temperature is very low (such as at ski resorts or high altitudes) or where the temperature may exceed 40 degrees C (104 degrees F) (such as inside cars in strong sunlight, close to a heater, on boats, or on the beach). (Waterproof performance may become degraded.)
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ⁱ (35mm equivalent: 28-128mm)

ⁱⁱ Max. 11 images

ⁱⁱⁱ Some filters cannot be used for video recording