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Panasonic announces ultimate hybrid camera: LUMIX DMC-FZ2500

Delivering high performance to the enthusiast with 20x LEICA lens, outstanding 4K video capabilities and impressive imaging



Sydney, September 19, 2016 – Panasonic has announced the DMC-FZ2500, a digital compact camera created for the most demanding enthusiasts and delivering unrivalled shooting versatility in a single package - from a powerful 20x optical zoom LEICA DC VARIO-ELMARIT lens (35mm camera equivalent 24-480mm), to a 1-inch 20.1 megapixel MOS sensor, Cinema 4K and professional-style video capabilities.

Doug Campbell, Senior Product Manager, Imaging, Panasonic, said: “This is a camera for the most discerning of photographers, who understand that the FZ2500 offers them the shooting power comparable to a traditional 3-lens DSLR kit in a significantly lighter, smaller and more cost-effective package.”

Enthusiasts will appreciate design features such as the high-magnification OLED Live View Finder and the intuitive layout of key controls. The camera is priced at \$1699rrp and will be available in Australia in November from photographic specialists and consumer electronics retailers.

Breathtaking video and stills

The camera is designed for versatile and powerful optics with a 20x optical zoom LEICA DC VARIO-ELMARIT lens (35mm camera equivalent 24-480mm). The DMC-FZ2500 has built-in ND filters with four settings: (-2EV (1/4), -4EV (1/16), -6EV (1/64) and AUTOⁱ). These are easily adjusted via a switch on the lens barrel. This enables videographers to shoot video at a fixed shutter speed or in very bright conditions with a maximum open aperture.

To achieve the highly sophisticated zoom design, Panasonic has incorporated technology used in professional camcorders. The camera has a coreless DC motor to ensure smooth and stable zooming with image shift suppressed by 80% compared to the DMC-FZ1000, and improved focus tracking. The 9-blade aperture diaphragm produces a stunning bokeh effect. In addition, the lens technology enables super smooth iris control, so even in extreme conditions, the transition between apertures is seamless.

The breathtaking video capabilities include recording 4K video in Cinema 4K resolution (4096 x 2160), at 24fps or 4K resolution (3840 x 2160) at up to 30fps in MOV/MP4; and Full HD at an ultra-high bit rate of 200 Mbps (ALL-Intra) or 100 Mbps (IPB) with no limit on recording durationⁱⁱ. Videos can be recorded in the MOV, MP4 and AVCHD file formats and professionals who travel and work in different countries can switch recording frequencies between 50Hz, 60Hz and 24Hz. The camera also provides live image output to an external monitor in up to 4:2:2/10-bitⁱⁱⁱ via an optional micro HDMI cable.

Panasonic offers a suite of professional video effects. VFR (variable frame rate) recording lets the user produce creative and expressive videos using techniques such as overcranking for slow-motion and undercranking for quick-motion, all in Full HD^{iv}. Slow or Quick motion is operated at a press of a button, with 50% slow motion (120 fps) or 200% quick motion (30 fps) while recording at 60 fps. Dolly Zoom offers the classic unsettling dramatic effect of pulling the camera angle away from the subject while the lens zooms in or vice versa. Time Lapse/Stop Motion Animation video is available in-camera. The DMC-FZ2500 is also compatible with the DMC-GH4's V-Log L video recording software upgrade. When purchased, this offers exceptional flexibility as well as a wider dynamic range for color grading in the post-production process.

Panasonic's latest suite of 4K Photo and Post Focus capabilities are easily accessed direct from the drive dial. 4K Pre-Burst mode shoots 30 frames per second before and after the shutter is released to capture the defining shot. 'Batch Save' stores an entire Burst sequence of up to 150 frames at just one press of a button. Post Focus now includes Focus Stacking, which allows the user to refocus their shot after they've taken it, or combine focus points to achieve complete foreground to background focus.

The camera's large 1-inch 20.1 megapixel MOS sensor makes it possible to capture beautiful, clear images with minimal noise, even when shot at high ISO sensitivity. Panasonic's high speed AF with Depth from Defocus^v technology offers AF of approx.0.09^{vi} sec and high speed burst shooting at 12 fps (AFS) / 7 fps (AFC) to capture fast-moving subjects in crisp focus (with a buffer of up to 100 (JPEG) / 30 (RAW) images).

Intuitive Design

The LUMIX DMC-FZ2500 combines a sleek, strong exterior design with intuitive controls. The well-defined grip provides a stable hold with minimum fatigue. For quick operation, the lens barrel includes focus and zoom rings, three customisable Fn buttons and easy access to the four ND filter modes. Shutter speed and aperture can be set using either the front or rear dial. The SD Card slot is conveniently located at the side of the camera for access when it is tripod-mounted.

Ensuring precise focus, the OLED Live View Finder (2360K-dot) has an increased magnification of 0.74x (35mm camera equivalent). The high-speed OLED technology delivers a time lag of less than 0.01 sec and an exceptional 10,000:1 contrast ratio. An eyepoint distance of 20mm improves visibility for glasses wearers. The 3-inch 1040K-dot touch-control rear monitor has a versatile tilting design.

Other key features:

- 3.5mm microphone jack and 3.5mm headphone jack
- Compatible with UHS-1 Speed Class 3 (U3) for SD Memory Cards
- Wi-fi connectivity using the Panasonic Image App
- Compatibility with a range of optional accessories including
 - External Flash (DMW-FL580L / DMW-FL360L / DMW-FL200L)
 - Stereo Shotgun Microphone (DMW-MS2)
 - LED Video Light (VW-LED1)
 - Remote Shutter (DMW-RSL1)

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

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ⁱ Works for still image recording.

ⁱⁱ Use SDXC/SDHC Memory Card compatible with UHS-1 Speed Class 3 (U3) when using high bitrate video recording mode of 100Mbps or greater.

ⁱⁱⁱ Setting the HDMI output picture quality. [4:2:2 10bit]: You can output the image through the HDMI connection in higher picture quality, but you cannot record it as a motion picture or still pictures. Ideal when the HDMI output is to be saved on external devices. [4:2:2 8bit]: You can record the image while outputting it through the HDMI connection. Ideal for recording while checking the motion picture on an external monitor. When using 4:2:2 / 8-bit output, video is recorded in 4:2:0 / 8-bit on SDXC/SDHC Memory Card.

For [4K] video output, use an HDMI cable that has the HDMI logo on it, and that is described as "4K compatible".

^{iv} In 24p playback. Effect value varies depending on the recording format and frequency

^v Works for still image recording.

^{vi} Based on the CIPA standard.