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**Panasonic Develops the World's First^{*1} 4K 60p/50p Video Recording
Digital Single Lens Mirrorless Camera: LUMIX GH5 Featuring '6K PHOTO'^{*2}**



Sydney, September 19, 2016 - Panasonic today announced that it has developed a new Digital Single Lens Mirrorless (DSLM) Camera – the LUMIX GH5 - that is capable of recording smooth, high-precision 4K 60p/50p or faithful 4:2:2 10-bit 4K 30p video^{*3} for the first time in the world^{*1}. It also features '6K PHOTO'^{*2} which extracts approx.18-megapixel still images from ultra high-quality video with approx. 9 times the pixel count of Full-HD.

The new LUMIX GH5 is scheduled for commercialisation and introduction to the global market in early 2017.

Panasonic has been committed to the development of innovative digital cameras under the theme "Create a new photo culture in the digital era" The world's first Digital Single Lens Mirrorless camera, the DMC-G1, was introduced in 2008^{*4} and the subsequent DMC-GH1 achieved the world's first Full HD video recording in 2009^{*5}.

In 2014, Panasonic introduced the DMC-GH4, which realised 4K 30p/25p video recording for the first time in the industry^{*6}. At the same time, Panasonic proposed a new and unique method of photography called '4K PHOTO' which allows users to capture fleeting photographic moments - that even the eye cannot follow - in 4K resolution at 30 fps.

As a result, the DMC-GH4 is highly acclaimed for its exceptional performance in both photography and videography by a wide range of professional users worldwide – not only photographers but also cinematographers in the film production field, as well as emerging photo/video-hybrid creators.

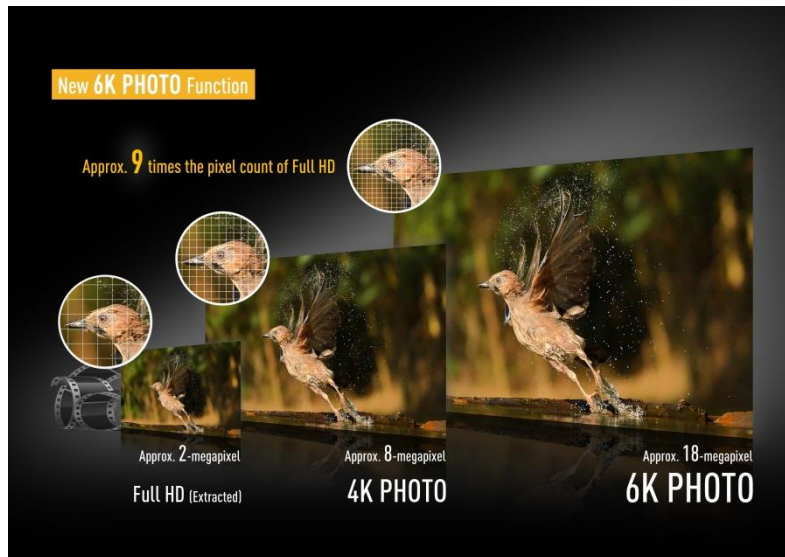
By advancing Panasonic technologies, such as digital signal processing and heat dissipation, and packing them into the compact, lightweight body of a Digital Single Lens Mirrorless camera, the LUMIX GH5 enables 4K 60p/50p or 4:2:2 10-bit 4K 30p video recording^{*3}, both of which have never before been achieved in a DSLM camera^{*1}. With this unprecedented video recording performance, Panasonic aims to further capitalise on the strength that it has achieved in the film production industry.

In the LUMIX GH5, the conventional '4K PHOTO' function is dramatically advanced to form '6K PHOTO'^{*2} which lets the user cut a still image out of ultra high-quality approx.18-megapixel video with approx. nine times the pixel count of Full-HD. Taking advantage of its high-speed, long-time burst shooting capability, spur-of-the-moment shots can be saved as beautiful photos with higher resolution that complies with larger-sized printing by substantially increasing the resolution from approx. 8-megapixel (4K PHOTO) to approx.18-megapixel (6K PHOTO^{*2}). Furthermore, approx. 8-megapixel 4K Photo images can be captured at 60 fps.

The LUMIX GH5 goes on show at Photokina 2016, which will be held at Koelnmesse,

Germany, through 20-25 September, together with the new LEICA DG VARIO-ELMARIT F2.8-4.0 Lens Series. Achieving both high optical performance and a compact size, the LEICA DG VARIO-ELMARIT F2.8-4.0 Lens Series includes a new 12-60mm standard zoom lens, 8-18mm wide zoom lens and 50-200mm telephoto zoom lens that will be showcased as a reference exhibit at the Panasonic booth.

The latest information on LUMIX GH5 will be updated at the following web page: <http://www.panasonic.com/global/consumer/lumix/gh5/>



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*1 For a Digital Single Lens Mirrorless camera, as of 19 September, 2016 (Panasonic survey).

*2 "6K PHOTO" is a high speed burst shooting function that cuts a still image out of 4:3 or 3:2 video footage with approx. 18-megapixel (Approx. 6000 x 3000 effective pixel count) that 6K image achieves. The name '6K PHOTO' is tentative.

*3 In 4K/30p, 25p, 24p, 23.98p video recording.

*4 For a Digital Interchangeable Lens System Camera, as of 12 September, 2008 (Panasonic survey).

*5 For a Digital Single Lens Mirrorless camera, as of 3 March, 2009 (Panasonic survey).

*6 For a Digital Single Lens Mirrorless camera, as of 7 February, 2014 (Panasonic survey).

•Leica is a registered trademark of Leica Microsystems IR GmbH.

•ELMARIT is a registered trademark of Leica Camera AG.

•Details of the product specifications, the date of release and the price are yet to be advised.