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Panasonic reveals advanced compact camera for creative photographers: LUMIX DMC-LX10



Amazing capability in a streamlined body with fast LEICA F1.4-2.8 aperture lens, 1-inch MOS sensor, and powerful 4K capabilities

Sydney, September 19, 2016 – Panasonic has revealed the latest creative compact in the acclaimed LX Series line – the LUMIX DMC-LX10. This camera is designed for stunning imaging and powerful video, featuring an exceptional F1.4 high-speed lens, large 1-inch MOS sensor and 4K Photo and Video in a sleek, pocket-sized frame.

Doug Campbell, Senior Product Manager, Imaging, Panasonic, said: “This seventh-generation of the LX Series is true to the philosophy of providing cameras that meet exacting creative requirements. The fast, bright lens is a leap forward for the range, and supports stunning shots with intricate detail, even in low light. In addition, the LX10 takes advantage of our latest 4K capabilities – 4K Video and the tiltable touch monitor will appeal to vloggers who want to put themselves in the frame.”

Key Features

The quality of the lens, sensor and AF technologies, coupled with Panasonic’s latest 4K features, set a new benchmark for the LX Series.

The DMC-LX10 is stylish, small and capable, making it ideal as a pocketable camera to capture impressive images and video on the fly. Adding to its versatility is a 180-degree tiltable 1,040k-dot touch control rear monitor, designed to be flipped up for shooting dynamic video blogs, capturing selfies or for low-angle photography. The camera offers 4K Photo, 4K Video and Panasonic’s very latest 4K capabilities including 4K Live Cropping and Light Composition, as well as Post Focus with Focus Stacking.

4K technologies

The LUMIX DMC-LX10 captures smooth 4K video in 3840 x 2160 at 30p/25p (50Hz) or 24p in MP4. Easy to use 4K Live Cropping offers stable panning and zooming during recording.

4K Photo with 4K Pre-Burst mode shoots 30 frames per second before and after the shutter is released to capture that precise moment. Convenient ‘Batch Save’ stores an entire Burst sequence of up to 150 frames at just one press of a button. ‘Light Composition’ mode saves the brightest pixels from a series of shots in-camera, for vibrant and colorful images of night scenes such as fireworks.

Panasonic has upgraded its Post Focus feature to include 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.

5-Axisⁱ HYBRID O.I.S.+ (Optical Image Stabiliser Plus) suppresses handshake in virtually any direction for stable video shooting, while POWER OIS supports steady stills photography.

Outstanding imaging and responsiveness

The LEICA DC-VARIO SUMMILUX lens has a fast F1.4-2.8 aperture (35mm camera equivalent: 24-72mm) with an aperture ring that allows direct, intuitive control. Stunning macro shots with intricate detail can be taken at a minimum distance of 3 cm. Coupled with the 1-inch MOS sensor, the rich amount of light produces impressive defocusing for portraits with a shallow depth of field.

The camera has a compact lens design, with 11 elements in 9 groups, including 6 dual-sided aspherical lenses and low-dispersion lenses that achieve high-speed F1.4 and precise imaging. The 9-blade aperture diaphragm produces bokeh with a smooth, circular shape.

The DMC-LX10 is designed to be ultra-responsive, featuring Panasonic's AF with Depth from Defocusⁱⁱ technology, with high speed autofocus performance of approx. 0.12ⁱⁱⁱ sec, and burst shooting at up to 10 fps (AFS) / 6 fps (AFC). Touch focus and touch shutter allow even greater finesse.

Other key features:

- Exposure, white balance, focus and aperture bracketing
- RAW images can be developed in-camera
- Creative control with 22 filter options that can be applied in P/A/S/M mode. Includes 'Creative Panorama' with 18 filter effects and 'Photo Style' textures with a Monochrome filter.
- High Speed Video records subjects with fast motion at 120fps/100fps 50Hz/FHD. Time Lapse and Stop Motion Animation are also available.
- Wi-fi connectivity using the Panasonic Image App
- AC or USB battery charging

The DMC-LX10 is priced at \$999rrp and will be available in Australia in November from photographic specialists and consumer electronics retailers.

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

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ⁱ 5-axis compensation does not operate in 4K video recording

ⁱⁱ Works for still image recording.

ⁱⁱⁱ At wide-end, AFS, 1-Area AF, Live View mode 60fps, based on the CIPA standard.