

Digital Camera
DMC-LX2

**Panasonic LUMIX DMC-LX2
With Triple-“Wide” Features
Featuring Intelligent Image Stabilizer
by MEGA O.I.S. and World’s First* Intelligent ISO Control**

***For a digital still camera, as of July 19, 2006**

Panasonic today introduced the Lumix DMC-LX2, successor to the DMC-LX1, which has received high acclaim worldwide for its unique 16:9 wide CCD, plentiful functions, and smart design. The DMC-LX2 inherits the f/2.8 28mm wide angle LEICA DC lens, 4x optical zoom (equivalent to 28mm to 112mm on a 35mm film camera) and MEGA O.I.S.(Optical Image Stabilizer) system in addition to an enhanced CCD capable of 10.2-megapixels and larger 2.8” 16:9 wide LCD.

The DMC-LX2 is unique in that it incorporates triple-“wide” features of 28 mm wide angle LEICA DC lens, 16:9 wide CCD and 16:9 wide LCD. Not only that, the LX2 is further distinguished from other cameras by its full manual controllability with a joystick allowing users to easily enjoy creative shooting. The DMC-LX2 also boasts Venus Engine III high performance image processing LSI to dramatically reduce the noise that challenged the predecessor, realizing image recording at max. ISO 1600 high sensitivity setting at full resolution.

To fight against the major cause of blurred images, Panasonic invented the MEGA O.I.S. system taking advantage of its superior lens technology to compensate for handshake – a feature which has long been incorporated into the LUMIX range of cameras. In addition, to also compensate for the other major cause of blurred images – movement of the subject – the LX2 is also equipped with the world’s first* Intelligent ISO Control (hereafter I.I.C.) and max. ISO 1600 high sensitivity recording capabilities within the advanced image processing LSI Venus Engine III. When set to the I.I.C., the Venus Engine III detects the subject’s movement and adjusts the ISO setting and shutter speed to best suit the subject movement and the light condition

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automatically. Panasonic's excellent image stabilizing system allows users to take clear, crisp images in any situation automatically, leaving everything to the camera.

The LUMIX LX series are distinct from other compact cameras in the way they feature extensive manual controls including manual focus and manual exposure which can be smoothly operated with a joystick. This joystick further provides operation shortcuts to the frequently used settings including white balance, ISO, image size, compression format, light metering and AF mode by simply pressing and holding it. It also allows exposure compensation and selection of one out of nine focusing areas.

The aspect ratio is easily selectable between 16:9 wide, 3:2 and conventional 4:3 with a switch located on top of the lens barrel to shoot in the framing aspect that best suits the subjects' composition or image's purpose of use.

In addition, the DMC-LX2 is capable of recording wide 16:9 high definition (1280 x 720) motion image at 15 fps.

The other features that elevate the DMC-LX2 is the incorporation of 13 MB of built-in memory while the battery life is extended up to 300 pictures* on one charging, not to let you miss those great spur-of-the-moment shots. A print mode has been added to the mode dial so that you can print the images quickly and bundled software allows users to edit and develop RAW files.

The unique 16:9 wide CCD and 28mm wide angle LEICA DC lens provide a unique view of the world and which is refined by the Panasonic's excellent image stabilizing systems of MEGA O.I.S., the high sensitivity recording and the I.I.C.

The LUMIX DMC-LX2 is like no other compact camera, enabling both high-end amateurs and entry-level users to explore the creativeness that surely enhances the joy of shooting.

* Based on the CIPA standard.

1. 10.2-megapixel 16:9 aspect CCD and f/2.8 28mm wide angle 4x optical zoom LEICA DC Lens

The DMC-LX2 features a 10.2-megapixel 16:9 aspect CCD and f/2.8 4x optical zoom 28mm wide angle* (equivalent to 28 mm to 112 mm on a 35 mm film camera) LEICA DC VARIO-ELMARIT lens. Incorporating three aspherical lenses provides high optical performance while preserving the compactness of the unit. The aspect ratio can be easily selected between 16:9 or 3:2 in addition to the conventional 4:3 with a switch on the lens barrel on a shot-by-shot-basis to best suit the composition of the image. Even after shooting, the 16:9 ratio can be converted to 3:2 or 4:3 with the camera according to your purpose of use.

The Extra Optical Zoom, made possible by using the center part of 10.2-megapixel high resolution CCD, further extends the zoom ratio to 5.5x for 5-megapixel image recording in 16:9 aspect with minimal deterioration.

* In 16:9 aspect ratio.

2. More than just a MEGA O.I.S., LUMIX's image stabilizing system further evolves

Taking advantage of its superior lens technology, Panasonic invented the MEGA O.I.S.(Optical Image Stabilizer) to fight against the major cause of blurred images. It compensates for handshake and is now featured on the entire LUMIX range, and having been highly evaluated and appreciated by the users across the world. Every slight hand-shake movement is detected accurately with the sampling frequency at 4,000 times per second and will be compensated to render clear, sharp images. In addition, movement of the subject, the other major cause of blurred images, is suppressed by the advanced image processing LSI Venus Engine III with the Intelligent ISO Control (hereafter I.I.C.) and max.ISO1600 high sensitivity recording capabilities. The world's first incorporation* of this I.I.C. allows the automatic adjustment of the suitable ISO setting and shutter speed that best suits the situation by analyzing the speed of subject movement. If the subject is moving, the ISO setting would automatically rise to allow high shutter speed. On the other hand, if the subject is still and no movement is detected, you can take beautiful natural

images with a low ISO setting.

Accordingly the new LUMIX automatically takes the best countermeasures against any causes of blurred images with MEGA O.I.S. compensating for hand-shake and the I.I.C. compensating for movement of the subject. Image stabilizing system is further evolving with LUMIX.

*For a digital still camera, as of July 19, 2006.

3. Dramatically reduced noise with Venus Engine III

The DMC-LX2 adopts the Venus Engine III to realize high sensitivity recording at max. ISO 1600 at full resolution. The noise reduction system is greatly improved by removing noise at the processing stages in series. First, critical noise is roughly undraped and the chromatic noise and the luminance noise are separated to respectively go through the supplemental noise reduction process so that the remaining noise is appropriately minimised.

Despite the significantly increased performance of the camera, the Venus Engine III consumes only 80% of the power utilized by the Venus Engine II and is able to achieve a longer battery life of 300 pictures (CIPA) on a single charge. With its multi-task image processing capability, the Venus Engine III also boasts outstanding response time with a shutter release time lag of as short as 0.009 sec*. minimum and the shutter interval of 0.6 sec*. The DMC-LX2 enables easy capture of those spur-of-the-moment shots. The DMC-LX2 also allows unlimited consecutive shooting up to the capacity of the SD/SDHC memory card**.

* Not including the time for AF.

**The number of recordable pictures depends on the memory card size, battery life, picture size and image compression.

4. Joystick-operated intuitive full manual control

The easy-to-use joystick operation and good design, which were part of the highly acclaimed trademarks of the predecessor, are inherited by the DMC-LX2. The joystick was incorporated to facilitate operational ease and thereby get the best

technical advantage of the multitude of functions offered by the camera. With the joystick it is possible to set focus and exposure manually, and also quickly shortcut to frequently used variables by just pressing and holding the joystick even while monitoring a subject on the LCD. The predecessor LX1 contained white balance adjustment, ISO setting, image size setting and compression format in its shortcut menu, and the light metering and AF mode settings are now added for the new LX2. It also allows the exposure compensation and selection of one out of nine focusing areas.

A switch on the side of the lens barrel lets you quickly change the focus mode between MF, AF or Macro AF. When you focus in the Manual Focus mode, not only the focus distance but also the DOF (depth of field) according to the zoom range and aperture is displayed. An MF assist function enlarges the center of the image to make focusing easier. The focusing area can be enlarged up to 4x and is movable, which also contributes to easy and comfortable manual focusing.

5. Crystal-clear, large 16:9 wide 2.8-inch LCD

To express the best of the extensive 16:9 wide image recording, a 2.8" wide and large 207 k high resolution LCD is newly equipped. The pixel mixed readout method performed at the CCD achieves high sensitivity to offer sufficient brightness for easy shooting even in low-lit situations. The Power LCD function boosts the brightness level by 40% to secure clear view even in sunny outdoors.

The High Angle mode makes the display extremely easy to view from low angles, for example, when holding the camera up high to take pictures over a crowd and can be accessed easily and quickly by using the dedicated button.

6. High definition 16:9 wide motion image recording

The DMC-LX2 is capable of recording the 4:3 VGA(640 x 480) and 16:9 wide VGA(848 x 480) motion image recording at 30 fps. Shooting is one thing but viewing is another, and you will be suitably impressed by the 16:9 moving image when it is displayed on a wide screen TV. In addition, the LX2 can record motion images even

in high definition (1280 x 720) format at 15 fps. The pixel mixed readout method assists the bright motion image recording even in low lit situation.

7. Faster AF

The AF mode can be selected according to the shooting situation: 9-point, 3-point high speed, 1-point high speed, 1-point normal speed and Spot. In the 1-point and 1-point high speed AF mode, the AF area is selectable from the nine focusing areas with the joystick to best fit the composition of the subjects. Also, the AF assist lamp helps quick, accurate focusing in situations where focusing is difficult due to the lack of light. The AF/AE lock button is also succeeded from the predecessor.

8. A Variety of Scene Modes and Other Features to Enrich Your Photography

An even larger variety of scene modes are contained — a total of seventeen* scene modes to assist you in a wide range of photographic situations. The newly incorporated “Beach” mode is perfect for shooting in strong sunlight and the “Aerial” mode assists with shooting through the windows of an aeroplane. “High Sensitivity**” mode is made possible by the pixel-mixed readout method by the CCD, is ideal for shooting moving subjects clearly without blurring at a maximum sensitivity setting of ISO 3200.

For additional improvement, the Print mode is also added to the mode dial of the LX2 so that you can make prints by just connecting the camera to Pictbridge -corresponding printers via included USB cable. Of course you can get plural prints of a image or print only those you have selected as your favourite.

The DMC-LX2 includes 13MB of built-in memory to serve not just as a tool of shooting images but also as a digital album, to enjoy seeing and showing your favorite pictures.

Finally, to edit and develop RAW files, “SILKYPIX Developer Studio 2.0SE” software application is included with the DMC-LX2. With that, you can freely adjust various setting such as exposure, white balance, and so on afterward with the RAW files to take maximum advantage of digital camera photography enjoyment.

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*Not including Macro Mode.

**Resolution significantly decreases in high sensitivity mode.

DMC-LX2 Specifications

Colour: S-Silver, K-Black

*Availability of colour may vary depending on the country.

Dimensions (W x H x D)	Approx. 105.7 x 55.8 x 26.3 mm (4.16 x 2.20 x 1.04 inch)
Weight	Approx. 187 g. (0.41 lb) Approx. 217 g with Battery and SD Memory Card (0.48 lb)
Camera Effective Pixels	10.2 Mega pixels
Image Sensor	1/1.65"(16:9), 10.4 Mega Total Pixels CCD Primary Color Filter
Optical Zoom	4 x
Extra Optical Zoom	<u>16:9 Aspect Ratio:</u> 4.4x for 8Mega, 5.5x for 5Mega, 2Mega <u>3:2 Aspect Ratio:</u> 4.4x for 7Mega, 5.6x for 4Mega, 3Mega <u>4:3 Aspect Ratio:</u> 4.4x for 6Mega, 5.5x for 4Mega, 6.2x for 3Mega, 2Mega, 1Mega
Digital Zoom	4 x (Max. 16 x combined with Optical Zoom without Extra Optical Zoom) (Max. 24.8x combined with Extra Optical Zoom)
Focal Distance	f=6.3-25.2mm (35mm Equiv.: 28-112mm in 16:9 aspect mode)
Lens	LEICA DC VARIO-ELMARIT 9 elements in 8 groups (3 Aspherical Lenses / 3 Aspherical surfaces)
Aperture	Wide: F2.8 - F8.0 Tele:F4.9 - F8.0
Optical Image Stabilizer	MEGA O.I.S. (Mode1 / Mode2)
Conversion lens Compatibility	-
Focusing Area	Normal: Wide 50cm/ Tele 100cm - infinity Macro/ MF/ Auto: Wide 5cm/ Tele 30cm - infinity
AF Metering	1-point/ 1-point high speed/ 3-point high speed/ 9-point/ Spot
Focus	AF / Macro / MF switchable Continuous AF: On/Off
AF Assist Lamp	Yes
ISO Sensitivity	Auto / i.ISO / 100 / 200 / 400 / 800 / 1600 (High Sensitivity Mode : 3200)
White Balance	Auto / Daylight / Cloudy / Shade / Halogen / Flash / White Set1/2 White Balance Adjustment (150K step, -1500 - +1500 K) (except for auto WB)
Exposure	Auto, Program AE, Aperture Priority AE, Shutter Priority AE, Manual
Exposure Compensation	1/3 EV step, -2 - +2 EV
Backlight Compensation	Yes (at auto mode)
Auto (AE) Bracketing	+/- 1/3 EV -1EV step, 3 frames
Light Metering	Intelligent Multiple/ Center Weighted/ Spot
Scene Mode	Dial: Auto, P(Program) mode, A(AperturePriority) Mode, S(Shutter Priority) Mode, M(Manual) mode, SCN (Portrait, Soft Skin, Scenery, Sports, Night Portrait, Night Scenery,Self-Portrait, Food, Party, Candle, Fireworks, Starry Sky, Beach, Aerial photo, Snow, High Sensitivity, Baby1, Baby2,) Motion Picture, Playback , Print
Shutter Speed	Auto : 1/4 - 1/2000sec. Program AE : 1 - 1/2000sec. Aperture Priority AE / Shutter Priority AE : 8 - 1/2000sec. Manual : 60 - 1/2000sec.
Self Timer	10 sec / 2sec

Auto Review	1sec/3sec/zoom
Review	1x / 4x / 8x
Picture Adjustment	Contrast: Low, Standard, High Sharpness: Low, Standard, High Saturation: Low, Standard, High Noise Reduction: Low, Standard, High
Color Effect Mode	Cool, Warm, Black & White, Sepia
Recording Format	Still Image: JPEG(Design rule for Camera File system, based on Exif 2.2 standard), DPOF corresponding image with audio: JPEG (Design rule for Camera File system, based on Exif2.2 standard)+ QuickTime Motion picture: QuickTime Motion JPEG RAW
Recording Image Size	Still Image: <u>16:9 Aspect Ratio</u> : 4224 x 2376, 3840 x 2160, 3072 x 1728, 1920 x 1080 pixels <u>3:2 Aspect Ratio</u> : 3568 x 2376 , 3248 x 2160, 2560 x 1712, 2048 x 1360pixels <u>4:3 Aspect Ratio</u> : 3168 x 2376 ,2880 x 2160, 2304 x 1728, 2048 x 1536,1600 x 1200, 1280 x 960pixels
Image Quality	RAW / Fine / Standard
Motion Picture	<u>16:9 Aspect Ratio</u> : 848 x 480 pixels, 30 fps / 10 fps 1280 x720 pixels, 15fps 4:3 Aspect Ratio: 640 x 480 pixels, 30 fps / 10 fps 320 x 240 pixels, 30 fps / 10 fps Max. recording time depends on Memory Card Capacity (Max. 2GB for a motion picture)
Burst Shooting Mode	Full-Resolution Image, 2 frames/sec or 1 frames/sec Full-resolution: Max. 5 images (Standard mode), Max 3 images (Fine Mode)
Unlimited consecutive shooting	Yes
Still Image Rec. with Audio	5 sec
Audio Dubbing	Max. 10sec
Real-time histogram	Yes
Composition Guide line	Yes (2 patterns)
Built-in-Memory	13MB
Scene Mode Help Screen	Yes
Auto Angle Detection	Yes
Flip Animation	Yes
Travel Date / World Time	Yes / Yes
Built-in-Flash	Auto, Auto/Red-eye Reduction, Slow Sync./Red-eye Reduction, Forced On/Off Flash output Adjustment (1/3EV step, -2 - +2 EV) Wide: 0.6 - 4.9m, Tele: 0.3 - 2.2m (ISO Auto)
External Flash	-
Viewfinder	-
LCD Monitor	2.8"wide Polycrystalline TFT LCD Display (207 k Pixels) Field of View : approx. 100% Power LCD mode, High angle mode
Playback mode	25-thumbnail display, 9-thumbnail display, calendar display, zoomed playback (16x max.), image rotation (except for RAW), Slide show (duration is adjustable, also manual controllable), Playback of favorite pictures Resizing (selectable number of pixels), trimming, protection, DPOF print setting

OSD language	Asia: English, German, French, Italian, Spanish, Chinese (Traditional), Russian, Thai Oceania: English, German, French, Italian, Spanish, Japanese China: Chinese (Simplified), English Taiwan: Chinese (Traditional), English, German, French, Italian, Spanish, Japanese Korea: Korean, English, German, French, Italian, Spanish, Japanese
Recording Media	SD Memory Card, SDHC Memory Card, MultiMediaCard
Microphone	Yes
Speaker	Yes
Interface	DC Input, A/V Output (NTSC/PAL), USB
Direct Print	PictBridge
Power	Li-ion Battery Pack (3.7V, 1150mAh) (Included) AC Adaptor (Input: 110-240V AC) (Optional)
Battery life (approx.) Included Software	300 pictures (CIPA Standard) *1 LUMIX Simple Viewer, PhotofunStudio -viewer- SILKYPIX Developer Studio 2.0SE ArcSoft Camera Suite (ArcSoft PhotoImpression, ArcSoft PanoramaMaker) Adobe Reader, Quick Time, USB Driver
Standard Accessories	Battery Charger, Battery Pack, Battery carrying case Lens Cap, Lens Cap Strap, AV Cable, USB Connection Cable AC Cable, Strap, CD-ROM

*1. Shooting conditions: 23°C with 50% humidity; LCD on; using the enclosed SD Memory Card; starting to shoot 30 seconds after turning on the power; shooting once every 30 seconds with the flash in full operation for every other shot; changing the zoom setting from telephoto to wide, or wide to telephoto, for each shot; and temporarily turning the power off after each 10 shots (long enough to lower the battery temperature).

*Some accessories are not available in some countries.

*The use of recorded or printed materials that are protected by copyright for any purpose other than personal enjoyment is prohibited, as it would infringe upon the rights of the copyright holder.

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

*The LEICA DC VARIO-ELMARIT lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

*All other company and product names are trademarks of their respective corporations.

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*This unit is compatible with both SD Memory cards and SDHC Memory cards. You can only use SDHC Memory cards on devices that are compatible with them. You cannot use SDHC Memory cards on devices that are only compatible with SD Memory cards. (When using a SDHC Memory card on another device, be sure to read the operating instructions for that device.)