

Panasonic introduces stylish new LUMIX DMC-GM5 with Live View Finder

Sydney, September 16 2014 – Panasonic has announced the pocketable new LUMIX DMC-GM5, the latest model in its ultra-stylish premium compact system camera (CSC) GM series.

Available in a choice of three looks - black, two-tone red and black, and two-tone green and silver - with a classic rangefinder body, the DMC-GM5 is designed to provide high photographic performance. The sleek, ultra-compact successor to the DMC-GM1 now incorporates a high-resolution Live View Finder, hot shoe, additional control dials and programmable function buttons.

The new 'Snap Movie Mode' makes it easy and enjoyable to capture and share creative videos. Users can record short videos of 2-8 seconds, and use rack focusing and fade effects. The videos can be selected and connected in any order, music added, and then shared to social media using the Panasonic Image App.

Panasonic is also set to offer two new digital interchangeable lenses - a 35-100mm and a 14mm lens - that offer excellent quality and match the LUMIX DMC-GM5 and DMC-GM1 body with their design and compact size. Both lenses will be available in silver or black. The DMC-GM5 and the two LUMIX G lenses will be available in Australia in November 2014.

DMC-GM5 Pricing

DMC-GM5 single lens kit: RRP \$1,099

H-FS12032 (12-32mm lens)

DMC-GM5 twin lens kit: RRP \$1,399

H-FS12032 (12-32mm lens) and H-FS35100 (35-100mm lens)

Key features

The DMC-GM5 integrates a 1,166K-dot equivalent LVF (Live View Finder) with approx.0.92x/ 0.46x (35mm camera equivalent) magnification and 100% field of view.

This LVF boasts almost 100% color reproduction of the Adobe RGB standard. The Touch Pad AF function allows LVF and monitor to be used simultaneously for more intuitive focus control. The LVF incorporates an Eye Sensor that automatically turns ON/OFF according to the photographer's action.

The 3-inch approx. 921K-dot high resolution 16:9 monitor offers touch control, so users can set the focus or release the shutter simply by touching the screen. By adopting a new display with cutting-edge energy-saving technology, the maximum luminance is increased by approx. 50% while maintaining the same level of power consumption as conventional models.

An external flash unit (GN7/ISO100·m, GN10/ ISO200·m) is bundled to mount on the newly added hot shoe (in black or silver). An optional hand grip is also available. (Hand Grip DMW-HGR1 - black / silver, sold separately).

The camera has a 16.00-megapixel Digital Live MOS Sensor and Venus Engine, producing detailed, sharp images with less noise. Even images shot in low-light situations are stunningly sharp, and users can dial the ISO setting as high as 25,600.

All LUMIX G cameras use Contrast AF for focusing, which boasts a higher accuracy than Phase Difference AF, especially when shooting with a bright lens and a wide aperture. The DMC-GM5 supports high speed burst shooting at 5.8 fps (AFS) / 5 fps (AFC, 1-area AF) in 16.00-megapixel and at max. 40 fps using an electronic shutter. AF Tracking enables consecutive shooting to capture moving subjects in sharp focus at 4.0 fps.

There are AF functions to suit a range of shooting situations, including new Face / Eye Detection AF, Low Light AF, Pinpoint AF and One-shot AF.

The DMC-GM5 now includes a total of 22 fascinating filter effects in addition to Time Lapse Shot, Stop Motion Animation or Clear Retouch. The new Time (long exposure) function lets photographers set exposure time to a maximum of 60 sec. Exposure starts when the shutter button is pressed and stops when it is pressed again.

The DMC-GM5 records stunningly smooth, high-resolution Full-HD 1920 x 1080 50p videos in AVCHD or MP4 (MPEG-4 / H.264) format with stereo sound. The camera also

supports 1080/24p native mode with 24 Mbps in AVCHD format bringing an impressive cinematic feel to the footage. Users can enjoy full control over video recording, with P/A/S/M modes, full-time AF, AF tracking and Touch AF for rack focusing effects.

Other features:

- Max.1/16000 sec High Shutter Speed (electronic) to capture fast moving subjects and when using a high-speed lens with open aperture, to give impressive defocus.
- Focus Peaking
- Silent Mode
- Level Gauge
- Highlight/Shadow Control
- Easy Wireless Connectivity via Wi-Fi® with Smartphones
- WB (White Balance) Bracket
- iA+ (Intelligent Auto) Mode for Photo and Video

New Micro Four Thirds interchangeable lenses

The LUMIX G VARIO 35-100mm / F4.0-5.6 ASPH. / MEGA O.I.S. (H-FS35100) telephoto zoom lens has a compact retractable design. It has a versatile focal distance of 35-100 mm (equivalent to 70-200 mm on a 35mm camera), incorporates MEGA O.I.S. (Optical Image Stabiliser) and is useful for daily snapshots as well as classic portraits with an impressively defocused background.

The LUMIX G 14mm / F2.5 II ASPH. (H-H014A) features a 14mm (35mm camera equivalent: 28mm) wide angle and F2.5 high speed with sharp, high contrast image rendering. With a wide angle of view in a compact body, it's a convenient addition to the photographer's lens kit.

Panasonic has also announced that it is developing a new 30mm/F2.8 single focal length macro Micro Four Thirds lens. The lens will offer 240 fps high-speed AF, and an integrated optical image stabiliser. It will be designed in a metallic finish in line with the stylish appearance of the G Series.

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