New F1.8 Large-Aperture Fixed Focal Length Lens for LUMIX S Series: Compact, Lightweight Standard LUMIX S 50mm F1.8 (S-S50)

Sydney, 2 June 2021 – Panasonic is pleased to introduce a new large-aperture standard fixed focal length lens, the LUMIX S 50mm F1.8 (S-S50). Following the 85mm S-S85 lens, it is the second addition to the planned series of four F1.8 large-aperture lenses based on the L-Mount system.

The LUMIX F1.8 lens series has a common positioning of controls for ease of use and a common barrel diameter that provides the convenience of using the same filters. Using lenses of a similar size and diameter also makes it easier to switch between them when an S Series camera is mounted on a gimbal, for example. Currently, 24mm and 35mm F1.8 large-aperture lenses are also under development to further enhance the LUMIX S Series lens lineup and meet the needs of customers.

The LUMIX S 50mm F1.8 is extremely lightweight and mobile at around 300 grams, and the rugged dust/splash-resistant[i]design withstands use under harsh environmental conditions down to a temperature of -10 degrees Celsius.

The LUMIX S 50mm F1.8 is comprised of nine lens elements in eight groups including three aspherical lenses, one ED (Extra-Low Dispersion) lens and one UHR (Ultra-High Refractive Index) lens. The use of three aspherical lenses achieves beautiful bokeh, while the ED lens effectively suppresses chromatic aberration. The filter diameter is 67mm, with a 9-blade circular aperture diaphragm. The LUMIX S 50mm F1.8 also excels in video recording performance with a mechanism that suppresses focus breathing. The lens is suitable for photography from portraits to landscapes.

The lens will be available in July 2021 from leading photographic specialists. The Panasonic and L-Mount system alliance is committed to the development of L-Mount lenses for the further expansion of its lineup, fulfilling the needs of customers.

LUMIX S 50mm F1.8 (S-S50) lens: RRP $699

For further information, please visit www.panasonic.com.au or call 132 600.