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**Panasonic releases world's first* Telephoto Zoom Lens
achieving full range F1.7:
LEICA DG VARIO-SUMMILUX 25-50mm / F1.7 ASPH. (H-X2550)**

**As a digital interchangeable lens for a mirrorless camera, as of July 8, 2021*

Sydney, 8 July 2021 – Panasonic is proud to introduce a new telephoto zoom digital interchangeable lens, the LEICA DG VARIO-SUMMILUX 25-50mm / F1.7 ASPH. (H-X2550). The G Series lens delivers impressive video and stills shooting for professional users. It boasts a large F1.7 aperture throughout the entire 50-100mm zoom range with exceptionally high optical performance clearing the stringent LEICA standards.

This new LEICA DG VARIO-SUMMILUX 25-50mm / F1.7 ASPH. (H-X2550) has been designed to be a pair with the current, highly acclaimed LEICA DG VARIO-SUMMILUX 10-25mm / F1.7 ASPH. (H-X1025). Together, these two lenses are the equivalent of eight prime lenses, covering a focusing distance from wide angle to telephoto (20mm / 24mm / 28mm / 35mm / 50mm / 75mm / 85mm / 100mm, 35mm camera equivalent). They provide amazing versatility in a videographer's kit with beautiful bokeh and a common aperture, high descriptive performance, shape and operability.

James Choi, Product Marketing Manager, Imaging at Panasonic said: "We are excited to add the LEICA DG 25-50mm F1.7 lens and expand our comprehensive line up of G Series lenses that offer high optical performance for both photographic and cinematic applications, such as interviews and documentaries."

The lens is compatible with the LUMIX G sensor drive at 240fps to take advantage of the high-speed, high-precision auto focusing. Silent operation is achieved by the inner focus drive system. A stepless aperture ring and the micro-step drive system in the aperture control section allow the camera to smoothly catch up to brightness changes when zooming or panning. The optical design achieves exceptional barycentric stability to minimise image shifts during zooming, while a focus ring provides intuitive, precise focusing and incorporates linear/non-linear settings. The lens excels in video recording performance with a mechanism that suppresses focus breathing across the entire zoom range.

The H-X2550 boasts a minimum focusing distance of 0.28m (at wide end, 0.31m at tele end) and the maximum magnification ratio of 0.42x (35mm camera equivalent) for superior macro photography. The lens has a rugged dust and splash-resistant design¹, and is freeze-proof down to -10° Celsius.

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The lens system comprises 16 elements in 11 groups, with an aspherical lens and three ED (Extra-low Dispersion) lenses that suppress axial and magnification chromatic aberration as well as spherical aberration and distortion. The use of aspherical lenses and the optimum design of the lens system results in stunningly high resolution in a compact, lightweight lens. The filter diameter of the lens is 77mm.

The LEICA DG VARIO-SUMMILUX 25-50mm / F1.7 ASPH. (H-X2550) will be available in August 2021 from leading photographic specialists with an RRP of \$2,899.

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

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¹Dust and Splash Resistant does not guarantee that damage will not occur if this lens is subjected to direct contact with dust and water.
To avoid damage when using the camera under these conditions, it must be used in accordance with associated instructions in the manual.