

MEDIA RELEASE

**Panasonic releases impressive LUMIX DC-GX9 camera for the enthusiast**

*New camera offers a rich array of features - including classic rangefinder-style design, high-resolution tilting viewfinder, 20-megapixel MOS sensor and 5-axis Dual IS*



**Sydney, February 14 2018** – The LUMIX DC-GX9 offers uncompromising style and performance, in a form factor that’s ideal for mobile, candid street and travel shooting.

The newest model in the classic ‘GX’ series of rangefinder-style cameras boasts incredible detail, outstanding low-light performance and impressive dynamic range, via Panasonic’s latest 20-megapixel Digital Live MOS Sensor (without Low Pass Filter) and the high-precision Venus Engine processor.

Panasonic’s 5-axis Dual I.S. technology combines 5-axis internal stabilisation with the optical image stabilisation in selected lenses<sup>i</sup>. This advanced system ensures class-leading stabilisation from wide angle to telephoto, allowing shooters to leave their tripod at home and travel light. In addition, the electromagnetically-driven shutter system provides quiet, steady shooting.

The GX9’s trademark tilting Live View Finder (LVF) offers 2,760K-dot equivalent resolution for excellent clarity and sharpness when shooting. The 16:9 LVF tilts up by around 80 degrees and has a high magnification of 1.39x/0.7x (35mm camera equivalent). A Power Saving LVF feature extends battery life to up to 900 images per charge<sup>ii</sup>.

To support intuitive control, the LUMIX GX9 introduces an exposure dial for quick change of exposure settings, and a focus lever for quick adjustment between AFS (AFF)/AFC and manual focus.

Building on this foundation, other features designed to deliver performance and convenience include responsive and rapid autofocus at 0.07<sup>iii</sup> sec; versatile 4K Photo and Video; and Bluetooth Low Energy connection to smartphones.

Scott Mellish, Product Marketing Manager, Imaging, Panasonic, said: “The GX9 delivers the very best in LUMIX image quality with the same sensor as Panasonic’s flagship G9. At the same time, its unobtrusive size supports natural, spontaneous photography of people and places.”

The DC-GX9 will be available in Australia in April 2018 from photographic specialists and consumer electronics retailers. Colours available are: Black, or two-tone Silver and Black.

**DC-GX9 single lens kit with 12-32mm lens: RRP \$1,399**

## **Key Features**

At the heart of the GX9, the 20-megapixel Digital Live MOS sensor (without Low Pass Filter) and the high-precision Venus Engine processor deliver stunningly natural images. Three-dimensional Colour Control balances hue, saturation and brightness for rich colour reproduction from dark to light. High Precision Multi Process Noise Reduction both identifies noise and preserves detail, supporting low-light shooting at ISO 25600.

The camera offers outstanding ergonomics with a 2,760K-dot equivalent LVF and approximately 1240K-dot touch monitor. An Eye Sensor is activated simply by looking into the viewfinder. The GX9’s trademark tilting viewfinder conveniently tilts up by approximately 80 degrees. This and the tilting monitor enable ‘shooting from the hip’, which is less confronting and allows the photographer to blend in to the environment and capture fleeting moments and lively streetscapes.

Panasonic’s Dual I.S. technology can support up to 4<sup>iv</sup> stops of image stabilisation – enabling shooting still subjects handheld at slower shutter speeds and ISO values, as well as supporting telephoto focal lengths. Providing further aid to the photographer, the GX9 has excellent autofocus in low-light environments, with -4EV luminance detection in Low Light AF. Live View Boost allows scenes to be electronically illuminated in almost total darkness to check accuracy in Live View before shooting.

The GX9 backs its excellent imaging credentials with Panasonic’s 4K suite. On this new model, Panasonic has made it easier to select the best shot from hundreds on a reel with Auto Marking, which highlights images that contain movement or faces. In addition, the new in-camera Sequence Composition function allows a sequence of images to be shown within one shot – for example the trajectory of a motorbike jump, the arc of a diver leaving the board, or the movement of a dancer.

The GX9 also incorporates the full range of Panasonic’s 4K capabilities, including 4K Video with 4K Live Cropping for stable panning and zooming during recording; and 4K Photo with 4K Pre-burst mode which shoots 30 frames per second before and after the shutter is released. Light Composition mode saves the brightest pixels from a series of shots in-camera, to produce more dramatic images of night scenes such as fireworks. Post Focus mode allows the user to choose the focal point of an image

after the shot has been taken, while Focus Stacking combines focal points to achieve complete foreground to background focus.

For creative photography that's reminiscent of classic black and white film, L.Monochrome D mode in Photo Style makes it possible to shoot dynamic black and white photos with emphasised highlights and shadows, while keeping detail. All three modes - Monochrome, L.Monochrome and L.Monochrome D - allow the grain effect to be adjusted between High/Standard/Low for more creative shooting.

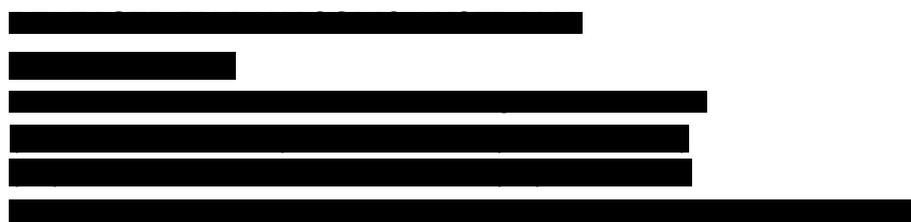
Photographers on the move can streamline sharing of images with smartphones using Bluetooth 4.2 Low Energy connection and 2.4GHz Wi-Fi® (IEEE 802.11b/g/n). With an always-on connection, images can be geotagged, and your smartphone can be used as a remote control. The GX9 can also be conveniently charged on the go via USB cable direct to the camera, anywhere there is a USB power source.

#### Other key features:

- Contrast AF with Depth from Defocus<sup>v</sup> technology offering high speed AF of approx. 0.07<sup>vi</sup>sec, and high-speed burst shooting at 9 fps (AFS) / 6 fps (AFC)
- Other useful AF features include 49-point focus detect, Custom Multi AF, Face/Eye Detection AF, Pinpoint AF and Starlight AF
- Exposure, White Balance, Focus and Aperture Bracketing
- Creative Control in P/A/S/M mode
- RAW data development in-camera
- Multiple exposure

For further information, please visit [www.panasonic.com.au](http://www.panasonic.com.au) or call 132 600.

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<sup>i</sup> Firmware update is required for some lenses.

<sup>ii</sup> Under the test conditions specified by Panasonic based on CIPA standard. When the time to get in the sleep mode is set to 1 sec.

<sup>iii</sup> In AFS, at wide-end with H-FS14140 (CIPA).

<sup>iv</sup> Based on CIPA standard [Yaw/Pitch direction: focusing distance f=32mm (35mm camera equiv f=64mm), when H-FS12032 is used.]

<sup>v</sup> Contrast AF with DFD Technology works only with Panasonic Micro Four Thirds lenses.

<sup>vi</sup> In AFS, at wide-end with H-FS14140 (CIPA).