

Lumix DMC-FZ50, 10MP, 12x Optical Zoom, Digital Still Camera [DMC-FZ50]

Full-Manual 12x Zoom Power and Beautiful Images

DMC-FZ50 Black [Model No: DMC-FZ50-K]RRP: \$989
[GST Inc.]

- ▣ 12x Optical Zoom and Leica DC Lens
- ▣ 10.1 Effective Megapixels
- ▣ Intelligent ISO Control - Reducing Blur Caused by a Subject Moving
- ▣ Mega O.I.S. (Optical Image Stabiliser) - Taking Hand-Shake Out of the Picture
- ▣ Venus Engine III



Peter Eastway
Grand Master of Photography
and editor of "Better Photography" magazine

view Peter's gallery of Lumix shots and shooting tips 

Read about - Our Place recording the World's Heritage using Lumix Digital Cameras.



Highly Recommended by [dpreview.com](http://www.dpreview.com)

The DMC-FZ50 comes Highly Recommended by the internationally renowned Digital Photography Review, which can be found at the internet address www.dpreview.com (<http://www.dpreview.com/>). Click on the logo to find this and other rave reviews on the DMC-FZ50.



FZ50 awarded the *Prosumer Digital Camera of the Year*

The DMC-FZ50 has won the *Prosumer Digital Camera of the Year* category at the recent CAMERA Magazine Imaging Awards 2006-07.

"Panasonic really has worked hard to make the Lumix DMC-FZ50 entirely 'self-contained' so that, without the assistance of any accessory, it's capable of handling pretty well anything. Perfection is, of course, an illusionary goal, but it's something the FZ50 does have the potential to be."

To find other great reviews of the FZ50 click on the logo.



Features and Benefits

▣ LEICA DC VARIO-ELMARIT Lens with ED Lens and Super-Powerful 12x Optical Zoom.

The FZ50's LEICA DC VARIO-ELMARIT lens features 14 elements in 10 groups, including 3 aspherical lenses and an ED (extra-low dispersion) lens which helps suppress the colour bleeding that can occur in telephoto shots, plus a 12x optical zoom (35mm equivalent: 35 to 420mm). The FZ50 also features Extra Optical Zoom, which gives you up to 21.4x power* by magnifying (with minimal deterioration) the



▣ Venus Engine III - Lightning Speed, Superb Performance

The Venus Engine III analyses images, and makes it possible to shoot at higher ISO settings with less noise.

▣ Accurate, Flexible Focusing Both Auto and Manual

The switch on the lens barrel makes it easy to select from one of many settings: auto-focus, AF macro and manual focus. The FZ50 also has Manual Focus Assist, which makes it easier to focus by enlarging a part of the

image using the center area of the high-resolution CCD.

*Actual zoom power varies with the image size and aspect ratio.

▣ MEGA O.I.S. (Optical Image Stabiliser) - Taking Hand-Shake Out of the Picture

Jitter from shaky hands is far and away the biggest single cause of blurry shots. LUMIX cameras help solve this problem with an advanced optical image stabilising system that we call MEGA O.I.



S. This system uses built-in gyrosensors to detect even tiny camera movement and then shifts a lens in the opposite direction to compensate. The system is completely optical - it does not affect the CCD or image processing - so you get sharp, clear images without deterioration. It lets you reduce the shutter speed more than 3 steps below* the conventionally accepted hand-shake limit, which is calculated as $1/\text{focal length}$ (1 divided by the focal length). It helps achieve high-quality images in a wide range of shooting conditions such as telephoto, macro or low illumination; for situations from spur-of-the-moment shots, to self-portraits, or capturing images outdoors at night.

*Varies with the shooting conditions.

▣ Intelligent ISO Control Forestalls Motion Blur

In addition to low-noise shooting at up to ISO 1600 with full resolution, the FZ50 features the world's first* "Intelligent ISO Control" in ISO setting, which helps you get blur-free shots by automatically adjusting the ISO sensitivity (up to ISO 800) and shutter speed according to how much the subject is moving. The Scene mode features a High Sensitivity Mode (ISO 3200)** for shooting at even higher shutter speeds.



As of July 19th, 2006. **Note that resolution is significantly lower in this mode

image that you see in the viewfinder or LCD monitor

▣ Two Command Dials for Quick Settings

Two dials on the camera top make it easy to adjust the exposure setting while holding the camera to your eye. In Manual mode, one dial adjusts the aperture, the other adjusts the shutter speed. In Aperture Priority and Shutter Priority modes, one sets the aperture or shutter speed, the other sets the exposure compensation (-2 to +2 in 1/3 EV steps). The large right hand grip makes the camera easy to hold, and these dials are exactly where you need them.

▣ Intuitive Control with Manual Focus and Zoom Ring



▣ Free-Angle 2.0" LCD with Wider Adjustment Range



▣ Accepts external TTL flash

▣ Two axis white balance adjustment setting

(blue - amber, and magenta - green)

▣ RAW file compatible

(editable with the included software "SILKYPIX Developer Studio")

▣ Standard Accessories

- ▣ Battery Charger
- ▣ Battery Pack
- ▣ SD Memory Card (32MB*)
- ▣ Lens Cap
- ▣ Lens Hood
- ▣ AV Cable
- ▣ AC Cable
- ▣ USB Cable

- ▣ Strap
- ▣ CD-ROM * 1MB = 1 million bytes
capacity will be less.



- ▣

Product Specifications

Lens Type	LEICA DC VARIO-ELMARIT / 14 elements in 10 groups (3 Aspherical Lenses, 1 ED Lens)
Image Stabiliser	Yes
Image Stabiliser Operational Modes	MEGA O.I.S. (Mode1/Mode2)
Aperture	Wide: F2.8 - F11, Tele: F3.7 - F11
Auto Focus	Yes
Optical Zoom (x)	12
Digital Zoom (x)	4 ¹
Focal Length	f= 7.4-88.8mm (35mm Equiv.: 35-420mm)
Optical Zoom Minimum Range (mm), 35mm Equivalent	35
Optical Zoom Maximum Range (mm), 35mm Equivalent	420
Focusing Area	Normal:Wide: 30cm / Tele: 200cm-Infinity, Macro:Wide 5cm / Tele: 200cm-Infinity
Focus Modes	Manual Focus (Ring), Continuous AF On/Off, AF (Auto Focus)/AF-Macro/MF (Manual Focus) Switchable
Macro Function Minimum Focusing Distance (mm)	50
Image Sensor Size (Inches)	1/1.8
Total Pixel Count (megapixels)	10.4 ²
Effective Pixel Count (megapixels)	10.1
Maximum Horizontal Resolution (pixels)	3648
Maximum Vertical Resolution (pixels)	2736
ISO Sensitivity Modes	Auto, 100, 200, 400, 800, 1600, (High Sensitivity mode: 3200)
Maximum Sensitivity (ISO Rating)	3200
LCD Monitor Screen Size (Inches)	2
View Finder Size (inches)	0.44 ³
Exposure Modes	Auto, Program AE, Aperture Priority AE, Shutter Priority AE, Manual
Exposure Compensation	1/3 EV Step, -2 -+2EV
Auto (AE) Bracketing	± 1/3EV-1EV Step, 3 frames
Light Metering	Intelligent Multiple, Spot (Spot Mode), Center-Weighted
White Balance Modes	Auto, Daylight, Cloudy, Shade, Halogen, White Set 1/2, Flash, 2-Axis Adjustable in ± 9 steps
Picture Adjustment Modes / Film Modes	Contrast, Sharpness, Saturation, Noise Reduction
Mode Dial/Scene Modes	P (Program AE), A (Aperture Priority AE), S (Shutter Priority AE), M (Manual Exposure)
Colour Effect Modes	Cool, Warm, Black & White, Sepia

Recording Image Size Modes	4:3 Ratio Formats: , 3648 x 2736 pixels, 3264 x 2448 pixels, 2560 x 1920 pixels, 2048 x 1536 pixels, 1600 x 1200 pixels, 3:2 Ratio Formats: , 3600 x 2400 pixels, 3248 x 2160 pixels, 2560 x 1712 pixels, 2048 x 1360 pixels, 16:9 Ratio Formats: , 3584 x 2016 pixels, 3072 x 1728 pixels, 1920 x 1080 pixels, Motion Image: 4:3 Format Ratio: 640 x 480 pixels, 320 x 240 pixels, 16:9 Format Ratio: 848 x 480 pixels
Image Quality Modes	RAW, Fine, Standard
Shutter Speed Range	Auto: 1/4-1/2000 sec., Program AE: 1-1/2000 sec., Shutter Priority AE: 8-1/2000 sec., Manual: 60-1/2000 sec.
Movie Function Modes (Quick Time TM Motion JPEG)	30 or 10 fps (16:9 Aspect Ratio: 848 x 480 pixels), 30 or 10 fps (4:3 format: 640x480 / 320x240 pixels, 16:9 format: 848x480 pixels) ⁴
Movie Function	Yes
Burst Shooting Mode	Full Resolution Image, 2 or 1 fps, Max. 5 (Standard)/3 (Fine) images
Voice Recording (Audio Dubbing)	Yes
Microphone	Yes
Inbuilt Speaker(s)	Yes
Self Timer	Yes
Onboard Erase Function	Yes
Inbuilt Flash	Yes
Red Eye Reduction	Yes
Built in Flash Modes	Auto, Auto/Red-eye Reduction, Slow Sync./Red-eye Reduction, Forced On/Off
External Flash Capabilty	Hot Shoe ⁵
On-Board Memory (MB)	0
Included Recording Media	Secure Digital (SD Card)
Included Memory Card Capacity (MB)	32
Compatible Memory Card Type (s)	SD Card (TM), SDHC Card (TM), Multi-Media Card (TM)
PictBridge Compatible	Yes
A/V Output	Yes ⁶
USB Connectivity	Yes
Power (Battery)	Lithium-ion battery pack (7.2V, 710mAh)
Power (Mains)	Battery Charger (Only), AC Adaptor (Input: 110-240V AC) (Optional)
Battery Life	360 pictures (CIPA Standard)
Height (mm)	85.5
Width (mm)	131.2
Depth (mm)	142
Weight (g)	668 ⁷
Weight (g) with Media & Battery	TBC
Country of Assembly	Japan

Warranty	1 Year Manufacturers Warranty
<p>¹ 2x/4x pre-select (Max. 85.5x combined with Extra Optical Zoom) ² Primary Colour Filter ³ Colour EVF (235K pixels) Approx. 100% coverage ⁴ Max. recording time depends on memory card storage capacity ⁵ TLL Auto ⁶ (NTSC/PAL) ⁷ body with fixed lens.</p>	