

Lumix DMC-TZ3 7.2MP O.I.S. 3 inch LCD 10x 28mm Wide Lens [DMC-TZ3-K]

Ultra Compact 28mm Wide-angle lens with 10x Optical Zoom - The ultimate travel camera.

RRP: \$769 [GST inc.]

▣ 7.2 Mega pixels, 10x Optical Zoom and 28mm Wide-angle
LEICA DC VARIO-ELMAR Lens - Ideal for Shooting Close-ups
or Wide-angle Shots of Sweeping Landscape

▣ Intelligent ISO Control - Reducing Blur Caused by a
Subject Moving

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

▣ Networking Ability - Expanding the Fun of Photography

▣ 12.7 MB Built-in-memory + 3.0 inch LCD Screen with
Dual Image Playback



Recommended by DP Review

The DMC-TZ3 comes 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-TZ3.



The DMC-TZ3 receives T.I.P.A. Award for *Best Superzoom Digital Camera*.

TIPA official comment: "With a 10x Leica DC Vario-Elmar lens equivalent to 28-280mm, the small Lumix DMC-TZ3 provides a new step forward in the battle against blur. Stabilizers can compensate for camera shake, but not for the movement of the subject in low light conditions. Combining the well-known Mega O.I.S. optical stabilizer with the new Intelligent ISO Control feature, Panasonic offers a world-first solution to capture sharp images in most lighting conditions. The camera's image-processing Venus Engine III is able to detect the movements of the subject and, if necessary, it automatically raises the ISO sensitivity to let the shutter work at a faster speed."

T.I.P.A. (Technical Image Press Association) is an independent association of photo and imaging expert editors, representing 12 countries across Europe. The prestigious TIPA Award is presented honoring the product for its superiority in quality, performance and value to distinguish the best in each classified category.



Features and Benefits

▣ Special Travel Functions

- ▣ Clipboard for Storing informationThis function lets you record and store photos showing flight times, train schedules, maps and other vital info.

- ▣ Travel Date StampInput your departure date. Later, during photo viewing, the camera will indicate on which day of the trip each shot was taken.

▣ 28mm Wide-Angle with Multiple Aspect Ratios

Conventional cameras generally use almost the entire CCD area when recording an image, and the angle of view may be altered by changing aspect ratio. The CCD of TZ3 provides a larger recording area, making it possible to capture images from 28mm to 280mm with any of three aspect ratios - 4:3, 3:2 or 16:9.

▣ LEICA DC LENS

The high-quality Leica DC lens carries on the proud tradition of its namesake, the German camera maker renowned for lenses that combine superb performance with compact size. LUMIX cameras feature LEICA DC VARIO ELMARIT and LEICA DC VARIO-ELMAR lens. These lenses systems include several

▣ Compact LEICA DC VARIO-ELMAR 28mm Wide-Angle Lens with 10x Optical Zoom

Now you can fit sweeping landscapes into a single frame with the 28mm wide-angle setting, and pull in subjects from far away to capture even subtle facial expressions with the dynamic 280mm telephoto setting. Ideal for traveling, this camera combines this wide ranging lens with a handy, compact body. The Extra Optical Zoom function also extends the zoom to as much as 15x, giving you even greater telephoto power.

▣ VENUS ENGINE III

Superior Noise Reduction without Losing Image Details

A newly designed noise reduction system detects chromatic noise and luminance noise separately. This lets you capture crisp, high-resolution images with no graininess even when shooting at a high ISO setting. Enhanced Resolution for More Beautiful Images in the previous Venus Engine image-processing LSI, we improved diagonal resolution by 50% over earlier models by extracting luminance signals from all of the pixels - red, green and blue, and now vertical

aspherical lenses to compensate for spherical aberration. In addition, an advanced multi-coating process is applied to the Clear Image Rendering with Minimal Distortion lens surfaces to help prevent fogging caused by flare and ghosts that can occur at excessively high light levels.

▣ MEGA O.I.S. - Helps Keep Your Shots Steady, Even If You're Not

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 stabilizing 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 shoot at shutter speeds up to three steps* slower than what you could use without it. It helps achieve high-quality images in a wide range of shooting conditions such as telephoto, macro or low illumination.

*Varies with the shooting conditions.

resolution has been increased by about 10%. Images are rendered in fine detail and without visible color bleeding.

▣ Large, Easy-to-See LCD with advanced features

The TZ3 boasts a large 3.0", 230,000-pixel LCD with advanced features. For example, Dual Image Playback lets you compare two photos.

▣ INTELLIGENT ISO CONTROL

Detects Movement, Prevents Blurring
With most cameras, if a subject moves while you're shooting, you're liable to end up with a blurry photo. Not with LUMIX. All new LUMIX models feature Intelligent ISO Control*, which utilizes subject-motion detection circuitry inside the Venus Engine III image processor to automatically adjust the ISO setting to a preset 400, 800, or 1250 maximum. The higher ISO level lets the camera shoot at a higher shutter speed, preventing motion blur. If the subject is not moving, the ISO setting remains as-is and you capture a beautiful, natural-looking image with minimal noise.

Product Specifications

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| Lens Type | LEICA DC VARIO-ELMAR / 11 elements in 9 groups (3 Aspherical Lenses / 4 Aspherical surfaces, 1ED Lens) |
| Image Stabiliser | Yes |
| Image Stabiliser Operational Modes | MEGA O.I.S. (Mode1/Mode2) |
| Aperture | Wide: F3.3 / F8.0 (2 steps), Tele: F4.9 / F11.0 (2 steps) |
| Auto Focus | Yes |
| Optical Zoom (x) | 10 |
| Digital Zoom (x) | 4 |
| Focal Length | f = 4.6-46mm (35mm Equiv.: 28-280mm) |
| Optical Zoom Minimum Range (mm), 35mm Equivalent | 28 |
| Optical Zoom Maximum Range (mm), 35mm Equivalent | 280 |
| Focusing Area | Normal: Wide 50cm / Tele 200cm-infinity |
| Focus Modes | Auto Focus System, Normal/Macro (Dial), Continuous AF On/Off |
| Macro Function Minimum Focusing Distance (mm) | 5 |
| Image Sensor Size (Inches) | 1/2.35 |
| Total Pixel Count (megapixels) | 8.5 |
| Effective Pixel Count (megapixels) | 7.2 |
| Maximum Horizontal Resolution (pixels) | 3072 |
| Maximum Vertical Resolution (pixels) | 2304 |
| ISO Sensitivity Modes | Auto, 100, 200, 400, 800, 1250, (High Sensitivity mode: 3200) |
| Maximum Sensitivity (ISO Rating) | 3200 |
| LCD Monitor Screen Size (Inches) | 3.0 |
| Auto Angle Detection | Yes |
| View Finder Size (inches) | No seperate View Finder - the LCD Monitor becomes the View Finder. |
| Exposure Modes | Program AE |
| Exposure Compensation | 1/3 EV Step, -2 -+ 2EV |
| Light Metering | Intelligent Multiple, Spot (Spot Mode), Center-Weighted |
| White Balance Modes | Auto, Daylight, Cloudy, Shade, Halogen, B&W, White Set |
| Mode Dial/Scene Modes | Auto, Simple mode, Normal Picture, Macro, SCN1/SCN2 (Portrait, Sports, Scenery, Night Scenery, Panning, Night Portrait, Fireworks, Party, Snow) |
| Colour Effect Modes | Cool, Warm, Black & White, Sepia, Natural, Standard, Vivid |
| Recording Image Size Modes | Multiaspect selectable (4:3, 3:2, 16:9), 4:3 Ratio Formats: , 3072 x 2304 pixels, 2560 x 1920 pixels, 2048 x 1536 pixels, 1600 x 1200 pixels, 3:2 Ratio Formats: , 3216 x 2144 pixels, 2560 x 1712 pixels, 2048 x 1360 pixels, 16:9 Ratio Formats: , 3328 x 1872 pixels, 2560 x 1440 pixels, 1920 x 1080 pixels |
| Image Quality Modes | JPEG, TIFF |

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| Shutter Speed Range | 8-1/2000 sec. (in Starry Sky mode: 15/30/60 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) ¹ |
| Movie Function | Yes |
| Burst Shooting Mode | Full Resolution Image, 3 or 2 fps, Max. 7 (Standard)/5 (Fine) images |
| USB Webcam Function | Yes |
| Voice Recording (Audio Dubbing) | Yes |
| Audio Dubbing Record Time | Max. 10sec. |
| Microphone | Yes |
| Inbuilt Speaker(s) | Yes |
| Self Timer | Yes |
| Self Timer Modes | 10 sec., 2 sec. |
| Inbuilt Flash | Yes |
| Red Eye Reduction | Yes |
| Built in Flash Modes | Auto/Red-eye Reduction, Slow Sync./Red-eye Reduction, Forced On/Off |
| External Flash Capabilty | None |
| On-Board Memory (MB) | 12.7 |
| Included Recording Media | Built-in Memory |
| Compatible Memory Card Type (s) | SD Card (TM), SDHC Card (TM), Multi-Media Card (TM) |
| PictBridge Compatible | Yes |
| A/V Output | Yes |
| USB Connectivity | Yes |
| Power (Battery) | Lithium-ion battery pack (3.7V, 1000mAh) |
| Power (Mains) | AC Adaptor (Input: 110-240V AC) (Optional) |
| Battery Life | 270 pictures (CIPA Standard) |
| Height (mm) | 59.2 |
| Width (mm) | 105.0 |
| Depth (mm) | 36.7 |
| Weight (g) | 232 |
| Weight (g) with Media & Battery | 257 |
| Country of Assembly | Japan |
| Warranty | 1 Year Manufacturers Warranty |
| ¹ Max. recording time depends on memory card storage capacity | |