

# Expand Your Creativity with Interchangeable Lenses

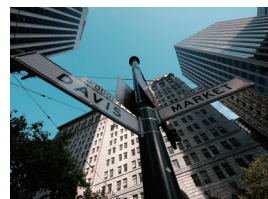
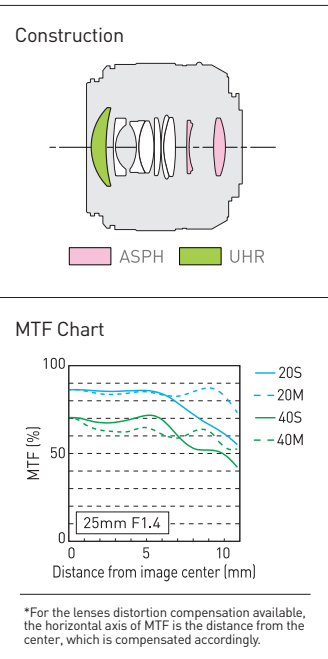
**MICRO FOURTHIRDS™** The compact, lightweight LUMIX G lenses and LEICA DG lenses support the contrast AF system of LUMIX G Micro System cameras, and feature many of Panasonic's advanced technologies, including the 3D compatible lens. All of these high-performance lenses comply with the

Micro Four Thirds System, an interchangeable lens camera system that was designed and developed to optimize the characteristics of digital technology. It carefully preserves the image quality of the 4/3-type image sensor while maintaining a thin, compact profile.

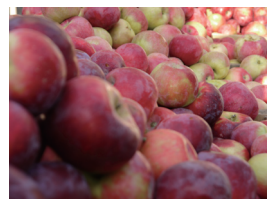
## LEICA DG SUMMILUX 25mm / F1.4 ASPH. (H-X025)



Lens Construction	9 elements in 7 groups (1 Ultra High Refractive Index lens, 2 Aspherical lenses)
Mount	Micro Four Thirds mount
Optical Image Stabilizer	-
Focal Length	f = 25mm (35mm camera equivalent 50mm)
Aperture Type	7 diaphragm blades / Circular aperture diaphragm
Aperture	F1.4
Minimum Aperture	F16
Closest Focusing Distance	0.30m / 0.98 feet
Maximum Magnification	Approx. 0.11x / 0.22x (35mm camera equivalent)
Filter Size	ø 46mm
Max. Diameter	Approx. ø 63mm
Overall Length	Approx. 54.5mm [from the tip of the lens to the base side of the lens mount]
Weight	Approx. 200g



**Wide Zoom Lens**  
14-28mm  
(35mm camera equiv.)  
LUMIX G VARIO 7-14mm / F4.0 ASPH. (H-F007014)



**Standard Zoom Lenses**  
28-84mm  
(35mm camera equiv.)  
LUMIX G VARIO 14-42mm / F3.5-5.6 ASPH. / MEGA O.I.S. (H-FS014042)  
28-90mm  
(35mm camera equiv.)  
LUMIX G VARIO 14-45mm / F3.5-5.6 ASPH. / MEGA O.I.S. (H-FS014045)  
28-280mm  
(35mm camera equiv.)  
LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. (H-VS014140)



**Telephoto Zoom Lenses**  
90-400mm  
(35mm camera equiv.)  
LUMIX G VARIO 45-200mm / F4.0-5.6 / MEGA O.I.S. (H-FS045200)  
200-600mm  
(35mm camera equiv.)  
LUMIX G VARIO 100-300mm / F4.0-5.6 / MEGA O.I.S. (H-FS100300)



**Single Focal Length Lenses**  
16mm  
(35mm camera equiv.)  
LUMIX G FISHEYE 8mm / F3.5 (H-F008)  
28mm  
(35mm camera equiv.)  
LUMIX G 14mm / F2.5 ASPH. (H-H014)  
40mm  
(35mm camera equiv.)  
LUMIX G 20mm / F1.7 ASPH. (H-H020)



**Macro Lens**  
90mm  
(35mm camera equiv.)  
LEICA DG MACRO-ELMARIT 45mm / F2.8 ASPH. / MEGA O.I.S. (H-ES045)

**3D Lens**  
68mm\* (35mm camera equiv.)  
LUMIX G 12.5mm / F12 (H-FT012)  
\*When setting the aspect ratio at 16:9 with the DMC-GF3.

• Four Thirds™ and Micro Four Thirds™, and Four Thirds and Micro Four Thirds Logo marks are trademarks or registered trademarks of Olympus Imaging Corporation, in Japan, the United States, the European Union and other countries.  
• LEICA is a registered trademark of Leica Microsystems IR GmbH. The LEICA DG lenses are manufactured using measurement instruments and quality assurance systems that have been certified by Leica Camera AG based on the company's quality standards.

**Panasonic**  
ideas for life

New-Generation System Cameras

**LUMIX G™**  
MICRO SYSTEM

For Those Who Understand the Difference



# LUMIX GF3

New-Generation System Cameras

**LUMIX G™**  
MICRO SYSTEM

<http://panasonic.net/lumix>

Official Worldwide  
Olympic Partner  
**Panasonic**



• Check the website of the Panasonic sales company in your country or region for details on the LUMIX colors and optional accessories that are available in your market.



# Capture Every Beautiful Moment with the World's Smallest and Lightest Body\*



The world's smallest and lightest\* DMC-GF3 is reduced approx. 17% in size and approx. 15% in weight compared with the DMC-GF2. And the newly designed body profile incorporates an ergonomic grip, which offers comfortable hold, despite its ultra compact size.



## Smart, Easy Touch-screen Control

The 3.0-inch touch-screen elevates operability more accurately and easily. It includes touch shutter, touch AF, touch playback and more.



## The New Control Dial Enables Smooth Operation

The new control dial gives you smooth, free control. Just turn it and choose the icons you want to set. It makes complicated settings fun and easy.



## The Newly Designed GUI for More Intuitive Operation

The sophisticatedly designed GUI and easy-to-understand icons allow easy shooting. Simply move the slider or touch the icons to shoot the way you want.



## The World's Fastest Level of Light Speed AF\*



The DMC-GF3 boasts the Light Speed AF of approx. 0.1 second\*\* to capture spur-of-the-moment opportunities in sharp focus.

\* The time for focusing on the subject is measured with LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. (H-VS014140) to move the lens position to "2m" from "infinity" position. The zoom position is in wide range. Panasonic measurement method.  
\*\* Approx. 0.1 sec with LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S., Approx. 0.18 sec with LUMIX G VARIO 14-42mm / F3.5-5.6 ASPH. / MEGA O.I.S., Approx. 0.15 sec with LUMIX G VARIO 45-200mm / F4.0-5.6 / MEGA O.I.S.  
• To get the best AF performance with DMC-GF3 and LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. (H-VS014140), the firmware of LUMIX G VARIO HD 14-140mm / F4.0-5.8 ASPH. / MEGA O.I.S. (H-VS014140) must be updated to ver. 1.3 or later.

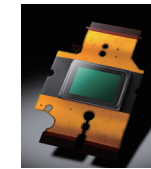
Conventional AF System



Light Speed AF



## High Image Quality with 12.1-megapixel Live MOS Sensor



The DMC-GF3's Live MOS sensor is advantageous for image recording with its high S/N (Signal-to-Noise) even when taken at high ISO sensitivity.

## High Speed, Energy-Saving Venus Engine FHD



The Venus Engine FHD achieves both advanced signal processing and much less power consumption.

## A Built-in-Flash in a Sleek, Compact Body



Even though the DMC-GF3's body is extremely compact, it is equipped with a built-in flash which adopts new pop-up mechanism to prevent vignetting effect due to short distance between the flash unit and the interchangeable lens. Furthermore, the body is made of aluminum

featuring lightness and high-specific strength with an ergonomic grip which offers a comfortable hold despite its ultra compact size. The use of the flash in this compact body expands photographic opportunities in shooting people at nighttime or indoors.

## Find a Unique Image with Creative Control

This new mode lets you enjoy making both photos and videos even more impressive.



Miniature Effect



Expressive



Retro



High Key



Sepia



High Dynamic

## iA Plus Mode with Easy Manual Adjustment



The iA (Intelligent Auto) Plus will satisfy experienced photographers, yet is easy enough for beginners to use comfortably in both photo and video recording. Defocusing area, exposure compensation and white balance can be adjusted for scenes where a slight manual adjustment may bring better results by just moving the slider with your finger.



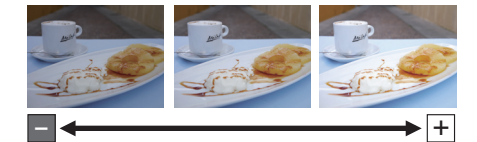
### Defocus

The range of defocus can be adjusted to match your needs.



### Brightness

You can adjust the exposure compensation accurately and easily.



### Color

You can adjust the white balance from warm red to cool blue.



## Full HD Video Recording in AVCHD Format



AVCHD

Now the DMC-GF3 can record 1,920 x 1,080 videos in AVCHD format featuring almost twice the recording time in HD quality than Motion JPEG.

• AVCHD and the AVCHD logos are trademarks of Panasonic Corporation and Sony Corporation.

## Easy Video Recording with Full-time Auto Focus

Video recording is more flexible with the DMC-GF3. Touch the screen, and the camera locks on and automatically "tracks" the subject as it moves, keeping on adjusting the focus settings for best results.

## Dolby® Digital Creator High Quality Sound



The microphone on the upper body records dynamic, true-to-life audio that brings out the power of your HD videos.

• Dolby and the double-D symbol are trademarks of Dolby Laboratories.