



Metrics	Dimensions (W x H x D)	110.5 x 67.1 x 45.6 mm (4.35 x 2.64 x 1.80 inch)		
	Weight (Approx.)	269g without Battery and SD Memory Card (0.60 lb) 298g with Battery and SD Memory Card (0.66 lb)		
Image Sensor	Camera Effective Pixels	10.1 Megapixels		
	Sensor Size / Total Pixels / Filter	1/1.7-inch High Sensitivity MOS Sensor / 12.8 Total Megapixels / Primary Color Filter		
Lens	Aperture	F1.4 - 2.3 / Multistage Iris Diaphragm (F1.4 - 8.0 (W), F2.3 - 8.0 (T)) / ND filter (3 steps)		
	Optical Zoom / Intelligent Zoom	3.8x / 7.5x		
	Focal Length	f = 4.7 - 17.7 mm [24 - 90 mm in 35 mm equiv.]		
	Extra Optical Zoom	4.5x (4.3 / 7M), 5.4x (4.3 / 5M), 6.7x (4.3 / under 3M)		
	Lens	LEICA DC VARIO-SUMMILUX 11 elements in 10 groups (5 aspherical lenses / 9 aspherical surfaces / 2 ED lenses (1 aspherical ED lens) / 1 Nano Surface Coating lens)		
	Optical Image Stabilizer	POWER O.I.S. (On / Off)		
	Digital Zoom	Max. 4x		
Focus	Focusing Area	Normal: Wide 50 cm - infinity AF Macro / MF / Intelligent Auto / Motion Picture: Wide 1 cm - infinity / Tele 30 cm - infinity		
	AF Assist Lamp	Yes (On / Off)		
	Focus	Normal / AF Macro / MF, Quick AF On / Off (on in Intelligent Auto), Continuous AF (only for motion picture), AF/AF Macro / MF Switchable, AF/AE Lock Button, Focus Lever, Manual Focus, One Shot AF, AF Area Select, AF Tracking		
	AF Metering	Face / AF Tracking / 23-area / 1-area (flexible/scalable)		
Shutter	Shutter Speed (Approx.)	250 - 1/4,000 sec (ISO80 - 1600) 30 - 1/4,000 sec (ISO2000 - 3200) 8 - 1/4,000 sec (ISO4000 - 12800)		
	File Format	Still Image / 3D Image	RAW, JPEG (DCF / Exif 2.3) / MPO	
		Motion Picture	AVCHD, MP4	
Recording	Mode Dial	Intelligent Auto, P, A, S, M, C1, C2, Creative Video, Creative Control, SCN		
	Creative Control	Expressive, Retro, High Key, Low Key, Sepia, Dynamic Monochrome, Impressive Art, High Dynamic, Cross Process, Toy Effect, Miniature Effect, Soft Focus, Star Filter, One Point Color, Radial Defocus, Smooth Defocus		
	Still Image Scene Mode	Portrait, Soft Skin, Scenery, Panorama Shot, Sports, Night Portrait, Night Scenery, Handheld Night Shot, HDR, Food, Baby1, Baby2, Pet, Sunset, Glass Through, 3D Photo		
	Continuous Shooting	Full-Resolution	11 frames/sec Max. 12 images, with AF Tracking: 5 frames/sec, 2 frames/sec	
		High-speed Burst (Approx.)	40 frames/sec (recorded in 5M) 60 frames/sec (recorded in 2.5M)	
	Motion Picture Recording	HD Video	1,920 x 1,080 pixels	[NTSC Model] AVCHD 60p (Sensor output is 60fps) AVCHD 60i (Sensor output is 60fps) MP4 30fps (Sensor output is 30fps) [PAL Model] AVCHD 50p (Sensor output is 50fps) AVCHD 50i (Sensor output is 50fps) MP4 25fps (Sensor output is 25fps)
			1,280 x 720 pixels	[NTSC Model] AVCHD 60p (Sensor output is 60fps) MP4 30fps (Sensor output is 30fps) [PAL Model] AVCHD 50p (Sensor output is 50fps) MP4 25fps (Sensor output is 25fps)

Motion Picture Recording	STD Video	640 x 480 pixels	[NTSC Model] MP4 30fps (Sensor output is 30fps) [PAL Model] MP4 25fps (Sensor output is 25fps)
	High Speed Video	1,280 x 720 pixels	[NTSC Model] MP4 30fps (Sensor output is 120fps) [PAL Model] MP4 25fps (Sensor output is 100fps)
Recording	Exposure	Program AE, Aperture Priority AE, Shutter Priority AE, Manual	
	Exposure Compensation	1/3 EV step, ± 3 EV	
	Auto [AE] Bracketing	1/3 - 3 EV step, Max. ± 3 EV, 3 frames	
	Light Metering	Intelligent Multiple / Center Weighted / Spot	
	ISO Sensitivity	Auto / i.ISO / 80 / 100 / 200 / 400 / 800 / 1600 / 3200 / 6400 / 12800* (Changeable to 1/3 EV step) * By pixel mixed readout.	
	Still Image Recording	4:3	3,648 x 2,736 (10M), 3,072 x 2,304 (7M EZ), 2,560 x 1,920 (5M EZ), 2,048 x 1,536 (3M EZ), 1,600 x 1,200 (2M EZ), 640 x 480 (0.3M EZ)
		3:2	3,776 x 2,520 (9.5M), 3,168 x 2,112 (6.5M EZ), 2,656 x 1,768 (4.5M EZ), 2,112 x 1,408 (3M EZ), 2,048 x 1,360 (2.5M EZ), 640 x 424 (0.3M EZ)
		16:9	3,968 x 2,232 (9M), 3,228 x 1,872 (6M EZ), 2,784 x 1,588 (4.5M EZ), 2,208 x 1,248 (2.5M EZ), 1,920 x 1,080 (2M EZ), 640 x 360 (0.2M EZ), 1,920 x 1,080 (3D)
		1:1	2,736 x 2,736 (7.5M), 2,304 x 2,304 (5.5M EZ), 1,920 x 1,920 (3.5M EZ), 1,536 x 1,536 (2.5M EZ), 480 x 480 (0.2M EZ)
	Image Quality	RAW / RAW+Fine / RAW+Standard / Fine / Standard (3D Mode: MPO+Fine / MPO+Standard)	
	White Balance	Auto / Daylight / Cloudy / Shade / Flash / Incandescent / White Set 1 / White Set 2 / Color Temperature (2-axis adjustable)	
	Photo Style	Standard, Vivid, Natural, Monochrome, Scenery, Portrait, Custom	
	Color Mode	(only in iA Mode) Standard, Black & White, Sepia, Happy	
	Picture Adjustment	Contrast, Sharpness, Saturation, Noise Reduction	
	Aspect Bracketing	Yes	
Optical Zoom in Motion Picture	Yes		
Self Timer	2 sec / 10 sec / 10 sec (3 images)		
Playback	Playback Mode	Normal Playback, Slideshow, Filtering Playback (Picture Only, Video Only, 3D, Category, Favorites), Calendar Search	
	Thumbnails / Zoomed Playback	12, 30 thumbnails / Yes	
	Retouch / Video Divide	Creative Retouch / Auto Retouch Yes	
Monitor	LCD Monitor	3.0" (7.5 cm) TFT Screen LCD Display (920K dots), AR Coating Field of View: Approx. 100%, Wide Viewing-angle Auto Power LCD Mode, Power LCD Mode	
Finder	View Finder (Optional)	DMW-LVF2	
Flash	Built-in Flash	Auto, Auto / Red-eye Reduction, Forced On, Slow Sync. / Red-eye Reduction, Forced Off Flash Synchro: 1st / 2nd Slow Sync.	
	Flash Range	0.8 - 8.5 m (Wide / ISO Auto), 0.3 - 5.2 m (Tele / ISO Auto)	
Media	Recording Media	Built-in Memory, SD / SDHC / SDXC Memory Card	
	Built-in Memory	Approx. 70 MB	
Audio	Microphone / Speaker	Stereo / Mono	
Power	Interface	mini HDMI, AV Output, USB Multi	
	Power (Included)	Li-ion Battery Pack (3.6V, Minimum: 1,250 mAh)	
	Battery Life (CIPA*)	330 pictures	
	Included Software	PHOTOfunSTUDIO 8.3 PE, SILKYPIX Developer Studio, Adobe Reader	
Standard Accessories	Battery Charger, Battery Pack, USB Cable, Shoulder Strap, CD-ROM, Hot Shoe Cover, Lens Cap, Lens Cap String		

F1.4

LEICA DC VARIO-SUMMILUX LENS



* CIPA is an abbreviation of [Camera & Imaging Products Association]. Temperature: 23°C (73.4°F)/Humidity: 50%RH when LCD monitor is on. Using a Panasonic SD Memory Card (32 MB). Using the supplied battery. Starting recording 30 seconds after the camera is turned on. [When the optical image stabilizer function is set to [ON].] Recording once every 30 seconds with full flash every second recording. Rotating the zoom lever from Tele to Wide or vice versa in every recording. Turning the camera off every 10 recordings and leaving it until the temperature of the battery decreases. The number of recordable pictures decreases in Auto Power LCD Mode and Power LCD Mode.

•Use a card with SD Speed Class* with "Class 4" or higher when recording motion images. * SD Speed Class is the speed standard regarding continuous writing. •AVCHD motion images recorded onto an SD Memory Card or a DVD disc cannot be played from a device that does not support the AVCHD standard. •AVCHD and AVCHD logos are trademarks of Panasonic Corporation and Sony Corporation. AVCHD is a high-definition (HD) digital video recording / playback format jointly established by Panasonic Corporation and Sony Corporation. For more details, please refer to the "AVCHD Information Website" - <http://www.avchd.info/> •Leica is a registered trademark of Leica Microsystems IR GmbH. •The LEICA DC VARIO-SUMMILUX 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. •Dolby and the double-D symbol are trademarks of Dolby Laboratories. •HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. •Microsoft® and Windows® are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. •Apple® and Mac OS® are either registered trademarks or trademarks of Apple, Inc. in the United States and/or other countries. •QuickTime and the QuickTime logo are trademarks or registered trademarks of Apple, Inc., used under license therefrom. •Other names of systems and products mentioned in this brochure are generally the registered trademarks or trademarks of the manufacturers who developed the system or product concerned. •Weight and dimensions shown are approximate. •Design, functions, and specifications are subject to change without notice. •Some sample images are simulated. •Some accessories are not available in some countries. •The use of recorded or printed materials that are protected by copyright for any purpose other than personal enjoyment is prohibited, as it would infringe upon the rights of the copyright holder.



LOCAL DEALER

LX7





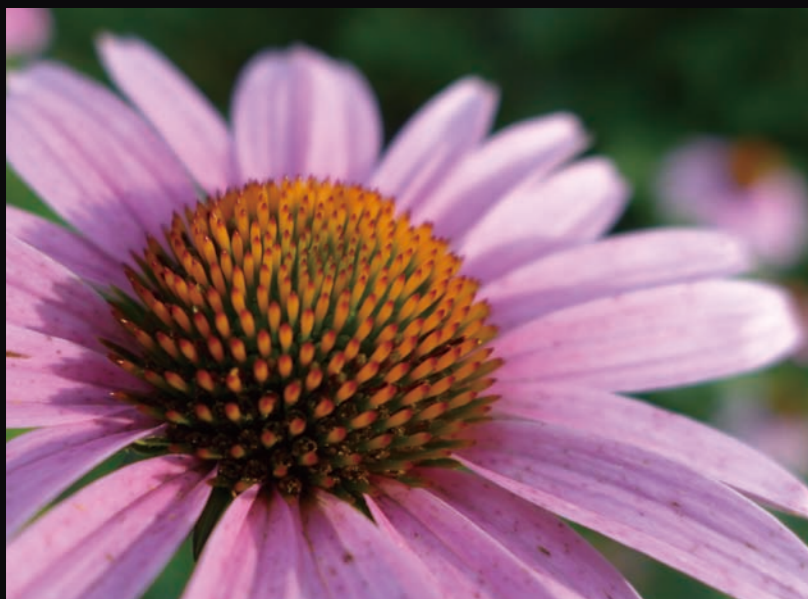
DMC-LX7, 1/25 sec, F1.4, ISO400

F1.4 - 2.3

Full Range Brightness



Photo creativity is based on light, and begins with the lens. This fully open F stop catches even the tiniest details of dimly lit evening scenes. The wide aperture at tele end enables the subjects to stand out against the smoothly shaded backgrounds. Its high shutter speed also freezes decisive, spur-of-the-moment shots. The LX Series pursues the ideal in a premium compact camera. And its bold, innovative advances offer you a whole new level of creativity.



DMC-LX7, 1/125 sec, F2.0, ISO100

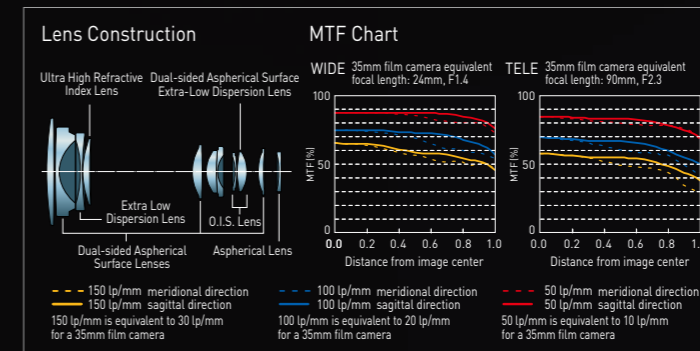


DMC-LX7, 1/1600 sec, F3.5, ISO80

F1.4-2.3 Full Range Brightness LEICA DC VARIO-SUMMILUX Lens

The newly developed LEICA DC VARIO-SUMMILUX lens features F1.4-2.3 outstanding brightness at 24-90mm versatile zoom range (35mm camera equivalent). The extraordinarily rich amount of light allows not only using higher shutter speed to capture exceptionally sharp images in low light situation, but also giving impressive expression to the image by reproducing exquisite gradation and mellow defocus.

The lens unit consists of 11 elements in 10 groups with 5 aspherical lenses with 9 aspherical surfaces including the dual-sided aspherical surface ED (Extra-low Dispersion) lens which has never been adopted to any LUMIX compact cameras nor interchangeable lenses. Chromatic aberration is well compensated by the characteristic mechanism of ED lens while other distortions are corrected with the attribute of aspherical lenses at the same time.



Nano Surface Coating Technology

Panasonic's black box Nano Surface Coating technology boasts extremely low reflectance ratio and is applied to the DMC-LX7 for its exceptional optical performance and stunning clarity by minimizing flaring and ghosts.

10.1-megapixel High Sensitivity MOS Sensor and Venus Engine

The DMC-LX7 adopts a new 1/1.7-inch 10.1-megapixel MOS Sensor that realizes unprecedented image quality and sensitivity. The Venus Engine features highly advanced signal processing capabilities in both photo and video recording. The high speed signal output technology is integrated to realize high speed consecutive shooting and to record full HD 60p (NTSC) / 50p (PAL) smooth videos. The Intelligent NR System and the Multi-process NR System are also incorporated in the Venus Engine.

Great Lenses Make Great Cameras.

A Functional Design with Intuitive Operation that Responds to Your Shooting Intent

While downsizing the body and lens, the layout of the camera components has been optimized to enable a more natural shooting flow.

Considerable care has also been given to the selection of materials for the lens barrel and grip.



1

Aperture Ring

The newly equipped aperture ring allows direct, intuitive control of aperture. This lets you control the rich light source that the DMC-LX7 can gain.

2

ND/FOCUS Lever

The internal ND filter makes it possible to reduce the light to use slower shutter speed by 3 steps. It allows opening aperture to get visible defocus even in bright outdoor scenes or using slower shutter speed to express the flow of a waterfall. It is also available in video recording.



OFF

ON

3

Jog Dial

The jog dial on the back of the camera lets you freely adjust the exposure and focus. You can quickly and easily select functions and make settings as well.

4

Aspect Switch

The aspect can be directly changed with the aspect switch on the lens barrel from 1:1, 4:3, 3:2 and 16:9. The concentrated shooting area emphasizes your shooting intent to produce highly distinctive results.

5

Grip

The grip makes the DMC-LX7 easy to hold and use. Its tactile feel adds to the comfort thanks to the use of resin and elastomer materials.

6

Function Button

Functions that normally have to be selected or switched from a menu can be allocated to this button for faster, easier operation.

7

Focus Switch

The focus switch on the left side of the lens barrel lets you quickly change the focus mode between AF, AF-Macro or MF.

8

Hot Shoe

The hot shoe lets you mount an external flash or the optical 1,440K-dot equivalent Live View Finder (DMW-LVF2). The LVF tilts vertically up to 90°.

9

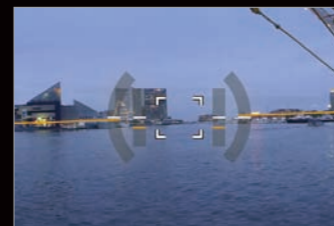
3.0-inch 920K-dot LCD

The large 3.0-inch 920K-dot high-resolution Intelligent LCD provides remarkable visibility under virtually any circumstances.

Advanced Functions

Level Gauge

The Level Gauge allows the camera to detect the horizontal / vertical angle of view with its internal level working with the acceleration sensor.



Aspect Bracket

The Aspect Bracket function lets the camera take an image in all aspect ratios simultaneously, so you can choose the best one after shooting.



Step Zoom

Zoom range can be set to 24mm, 28mm, 35mm, 50mm, 70mm or 90mm (35mm camera equivalent) as you change the fixed focal length lens.



Resolution Priority Mode

In Resolution Priority mode, the internal ND filter is effectively used to draw the best resolution performance of the camera.

White Balance Bracket

The White Balance Bracket function shoots three consecutive photos with slight changes to the white balance setting of each one on both the horizontal and vertical axes.

High Speed Shooting

The DMC-LX7 realizes high speed consecutive shooting at 11fps in full resolution* with mechanical shutter and 5 fps with continuous AF.

* Max. 12 images.

Other Functions

- RAW file compatible (Editable with the included SILKYPIX® Developer Studio software)
- Light Speed AF catches the most fleeting shooting opportunities.
- Two-axis white balance adjustment setting (Blue - Amber, and Magenta - Green)
- ISO value can be set in 1/3 EV increments for finer control and maximum ISO setting of 12800* allows you to shoot in extremely dark places.
- * Extended.
- Intelligent HDR (High Dynamic Range) produces an image without whiteout (over-exposure) or blackout (under-exposure).
- iA (Intelligent Auto) Plus Mode gives you more flexible control.
- Panorama Shot Mode produces 360-degree horizontal / vertical panoramic image.
- 3D Photo Mode generates a 3D image in the camera*.
- * The picture size is fixed to 2-megapixel (16:9).

Bring out the Artist in Yourself and Let Your Creativity Flow

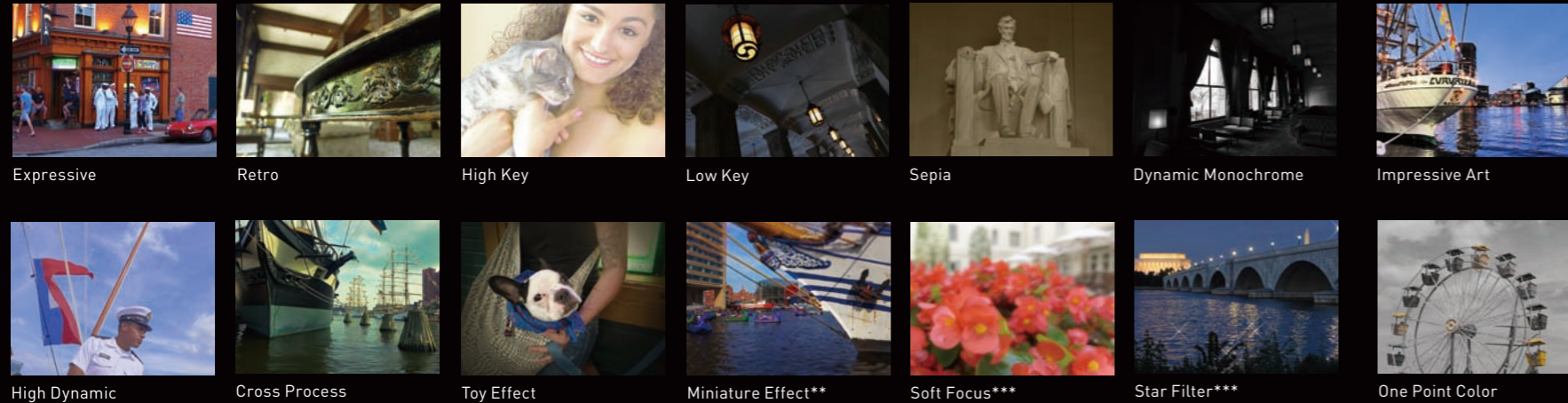
Creative Control lets you choose a filter to suit your personal preferences, and achieve your own personal style of photographic expression. Radial Defocus and Smooth Defocus have been newly added, enabling selection from a total of 16 effects. A host of other functions also let you give creative touches to the photos that you take.



Radial Defocus*
The Radial Defocus adds defocus effect radially from the light source.



Smooth Defocus*
The Smooth Defocus makes the defocus figuration even smoother.



* Radial Defocus and Smooth Defocus are not available in Creative Retouch and video recording.
** Sound will not be recorded with Miniature Effect in Creative Control Mode, and approximately 1/10 of the time period is recorded. *** Soft Focus and Star Filter are not available in video recording.

Express Yourself in Video

The DMC-LX7 supports AVCHD Progressive recording. Fast-moving images, such as sports scenes, are captured in smooth, highly detailed full HD videos.



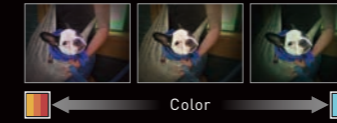
Creative Control / Creative Retouch

You can add different effects by applying one of the filters both in the recording mode (Creative Control) and the playback mode (Creative Retouch).

Effect Parameter

You can adjust the settings by the effect parameters. The effect parameters are available in 14 filters in Creative Control and 3 filters in Creative Retouch – Cross Process, One Point Color, and Toy Effect.

Toy Effect



Multi Exposure

The Multi Exposure function lets you take up to three exposures in a single frame. You can layer subjects that wouldn't ordinarily appear in the same frame for an artistic effect, or make one subject appear two or three times in the same frame.



Time Lapse Shot

Once the start time, the interval and the number of pictures to shoot are set, the camera automatically record images. You can leave the camera and get a record of stationary observation for subjects such as flowers coming into bloom, scudding cloud, or wild animals in nature.

1,920 x 1,080 60p (NTSC) / 50p (PAL) Full HD Video Recording

The DMC-LX7 lets you take both high-quality photos and full HD videos. You can shoot high-resolution full HD 1,920 x 1,080 60p (NTSC) / 50p (PAL) videos in AVCHD Progressive (MPEG-4 / H.264) format. Upgrading the full HD recording capability from interlaced to progressive, subjects with fast motion or fine details are reproduced even more clearly.



High-speed Video in HD

The DMC-LX7 records high speed videos at 120 fps (NTSC / HD)* / 100 fps (PAL / HD)* in MP4 format. You can capture scenes that can't be seen with the naked eye, and play them back in dramatic slow motion.

Creative Video Mode

The Creative Video mode lets you adjust the shutter speed and aperture any way you like when shooting videos.

- The Stereo Microphone brings true-to-life sounds to videos.
- The Auto Wind Cut function blocks out most of the noise from background wind.
- The DMC-LX7 lets you use a 3.8x optical zoom even in video recording.
- Still images can be recorded while recording video*.
* The picture size is fixed to 3.5-megapixel (16:9).
- You can cut out clear still images from a video on the camera.
- You can divide a single video into two parts using only the camera.

Enhance Creative Capability with Optional Accessories

PL Filter



DMW-LPLA37*

ND Filter



DMW-LND37*

MC Protector



DMW-LMCH37*

Filter Adaptor Kit



DMW-FA1

External Flash



DMW-FL220 / DMW-FL360 / DMW-FL500

External Optical View Finder



DMW-VF1

Live View Finder



DMW-LVF2

Leather Case



DMW-CLX7

- Battery Pack DMW-BCJ13
- HDMI Mini Cable RP-CDHM15 (1.5m) RP-CDHM30 (3.0m)
- AV Cable DMW-AVC1
- AC Adaptor DMW-AC5*
* Use of the DC Coupler (DMW-DCC7) is required.
- DC Coupler DMW-DCC7*
* Use of the AC Adaptor (DMW-AC5) is required.

* Requires DMW-FA1 Filter Adaptor Kit.