

Panasonic
LUMIX

Full Frame Savings+ Bundle & Save

Digital Imaging Promotions

Week Beginning: 03/24/24

Week Ending: 03/30/24



S5M2Body/Kit
Save \$300
Plus Save \$400 Off
Lenses w/Purchase
of S5M2 or S5M2X



S5Body/Kit
Save \$100
Plus Free 24-105mm value
\$1299.99
Total
Savings \$1399.99



	Model	Description	MSRP	Instant Savings	Promo Price
S-Series Camera	DC-BS1H	BS1H Full Frame Mirrorless Box Camera	\$3,499.99	\$0.00	\$3,499.99
	DC-S1HBODY	S1H Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$3,999.99	\$500.00	\$3,499.99
	DC-S5M2XBODY	S5M2X Full Frame Camera (Body)	\$2,199.99	\$200.00	\$1,999.99
	DC-S5M2XKK	S5M2X Full Frame Camera w/20-60mm Lens	\$2,499.99	\$200.00	\$2,299.99
	DC-S5M2XWK	S5M2X Full Frame w/20-60mm Lens + 50mm	\$2,949.99	\$600.00	\$2,349.99
	DC-S5M2BODY	S5M2 Full Frame Camera (Body)	\$1,999.99	\$300.00	\$1,699.99
	DC-S5M2KK	S5M2 Full Frame Camera w/20-60mm Lens	\$2,299.99	\$300.00	\$1,999.99
	DC-S5M2WK	S5M2 Full Frame w/20-60mm Lens + 50mm	\$2,749.99	\$600.00	\$2,149.99
	DC-S5BODY	S5 Full Frame Camera (Body)+ Free 24-105mm	\$1,799.99	\$100.00	\$1,699.99
	DC-S5KK	S5 Full Frame w/20-60mm Lens+ Free 24-105mm	\$2,099.99	\$100.00	\$1,999.99
	DMW-SFU2	Filmmaker Vlog Upgrade (V-Log key for DC-S1 Only)	\$199.99	\$0.00	\$199.99

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Full Frame Lenses \$400 Bundle & Save w/S5M2/X

Digital Imaging Promotions

Week Beginning: 03/24/24

Week Ending: 03/30/24



S-S50
50mm f1.8
Weather Sealed
Bundle & Save \$400
Final Price \$49.99



S-S35
35mm f1.8
Weather Sealed
Bundle & Save \$400
Final Price \$299.99



S-R24105
24-105mm Constant f4.0
Weather Sealed
Bundle & Save \$400
Final Price \$899.99

	Model	Description	MSRP	Instant Savings	Stand Alone IR Price	S5M2/X Bundle Price
S-Series Lenses	S-S18	18mm F1.8 L-Mount Interchangeable Lens Standalone	\$999.99	\$100.00	\$899.99	\$599.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$100.00	\$799.99	\$499.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$100.00	\$599.99	\$299.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$449.99	\$100.00	\$349.99	\$49.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	\$199.99
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$799.99	\$100.00	\$699.99	\$399.99
	S-R2060	20-60mm F3.5-5.6 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	N/A
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens- Free w/ S5Bdy/KK	\$1,299.99	\$0.00	\$1,299.99	\$899.99
	S-E100	100mm F2.8 L-Mount Interchangeable Macro Lens	\$999.99	\$0.00	\$999.99	N/A
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,499.99	\$300.00	\$1,199.99	\$1,099.99
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,099.99	\$100.00	\$999.99	\$699.99
	S-X50	50mm F1.4 L-Mount Interchangeable Lens	\$2,299.99	\$500.00	\$1,799.99	N/A
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$500.00	\$999.99	N/A
	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$1,999.99	\$300.00	\$1,699.99	\$1,599.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,299.99	\$200.00	\$2,099.99	\$1,899.99

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
Panasonic reserves the right to update promotions based on market trends with or without notice.





G9M2Body/Kit
Free 25mm f1.7
25.2MP Sensor
Phase Detect Focus
100MP Hand Held Hi Res
60 FPS Burst w/AFC



GH5M2Body/Kit
Save \$500
20.3MP Sensor
4K No Crop Unlimited Video
Live Streaming
6.5-Stop Dual I.S

	Model	Description	MSRP	Instant Savings	Promo Price
G-Series Camera	DC-BGH1	BGH1, 4K Cinema Box Camera w/Livestreaming	\$1,999.99	\$0.00	\$1,999.99
	DC-GH6LK	GH6, Next Gen High-End Mirrorless MFT Camera w/12-60mm Lens	\$2,799.99	\$0.00	\$2,799.99
	DC-GH6BODY	GH6, Next Gen High-End Mirrorless MFT Camera (Body only)	\$2,199.99	\$0.00	\$2,199.99
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$500.00	\$1,599.99
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$500.00	\$999.99
	DC-GH5S	GH5S, C4K Mirrorless ILC Camera	\$2,099.99	\$300.00	\$1,799.99
	DC-G9M2BODY	G9II, Mirrorless ILC Camera Body+ Free 25mm f1.7	\$1,899.99	\$0.00	\$1,899.99
	DC-G9M2LK	G9II, Camera w/Lumix 12-60mm Lens+ Free 25mm 1.7	\$2,499.99	\$0.00	\$2,499.99
	DC-G9KBODY	G9, Mirrorless ILC Camera Body	\$1,299.99	\$300.00	\$999.99
	DC-G9MK	G9, Mirrorless ILC Camera w/Lumix 12-60mm Lens	\$1,499.99	\$300.00	\$1,199.99
	DC-G9LK	G9, Mirrorless ILC Camera w/Leica 12-60mm Lens	\$1,899.99	\$300.00	\$1,599.99
	DC-G95DMK	G95, Mirrorless ILC Camera w/12-60mm Lens, OLED	\$999.99	\$300.00	\$699.99
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$300.00	\$599.99
	DC-G100KK	G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$200.00	\$549.99
	DC-G100VK	G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$200.00	\$599.99
	DC-G100DKK	*NEW G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$150.00	\$599.99
	DC-G100DVK	*NEW G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$150.00	\$649.99
	DMC-G7HK	G7, 4K Mirrorless ILC Camera w/14-140 mm Lens	\$1,099.99	\$300.00	\$799.99
	DMC-G7KK	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk)	\$699.99	\$200.00	\$499.99
	DMC-G7KS	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (slv)	\$699.99	\$200.00	\$499.99
	DMC-G7WK	G7, 4K Mirrorless ILC Camera w/14-140mm&45-150mm Lens	\$799.99	\$200.00	\$599.99
	DMC-GX85WK	GX85, 4K Mirrorless ILC Camera w/12-32mm&45-150mm Lens	\$799.99	\$150.00	\$649.99





H-X1025

Save \$300

20-50mm (35mm Equiv.)
Leica Certified
Constant f1.7


H-ES50200

Save \$200

100-400mm (35mm
Equiv.)
Leica Certified
f2.8-4.0


H-ES12035

Save \$100

24-70mm (35mm
Equiv.)
Leica Certified
Constant f2.8

	Model	Description	MSRP	Instant Savings	Promo Price
G-Series Lenses	H-F008	8mm f/3.5	\$799.99	\$0.00	\$799.99
	H-X09	9mm f/1.7 ASPH	\$499.99	\$50.00	\$449.99
	H-X012	12mm f/1.4 ASPH	\$1,299.99	\$0.00	\$1,299.99
	H-H014AK	14mm f2.5 Lens	\$299.99	\$100.00	\$199.99
	H-X015K	15mm f1.7 Aspherical Lens	\$599.99	\$0.00	\$599.99
	H-H020AK	20mm f1.7 Lens (blk)	\$299.99	\$0.00	\$299.99
	H-H020AS	20mm f1.7 Lens (slv)	\$299.99	\$0.00	\$299.99
	H-XA025	25mm f1.4 Lens (blk)	\$699.99	\$50.00	\$649.99
	H-H025K	25mm f1.7 Lens- Free with G9M2	\$249.99	\$100.00	\$149.99
	H-HS030	30mm f2.8 Lens	\$399.99	\$100.00	\$299.99
	H-NS043	42.5mm f/1.2 ASPH. POWER O.I.S.	\$1,599.99	\$0.00	\$1,599.99
	H-HS043K	42.5mm f1.7 Lens	\$399.99	\$100.00	\$299.99
	H-ES045	42.5mm f1.2 Lens	\$799.99	\$0.00	\$799.99
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$150.00	\$749.99
	H-E08018	8-18mm f2.8-4 Lens	\$1,099.99	\$0.00	\$1,099.99
	H-X1025	10-25mm f/1.7 Lens	\$1,799.99	\$300.00	\$1,499.99
	H-X2550	25-50mm f/1.7 Lens	\$1,799.99	\$0.00	\$1,799.99
	H-FS12060	12-60mm f/3.5-5.6 ASPH. POWER O.I.S.	\$499.99	\$0.00	\$499.99
	H-ES12035	12-35mm 2.8 ASPH. POWER O.I.S.	\$899.99	\$100.00	\$799.99
	H-ES12060	12-60mm f2.8-4 Lens	\$999.99	\$100.00	\$899.99
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$599.99	\$100.00	\$499.99
	H-ES35100	35-100mm f2.8 Lens Leica	\$1,149.99	\$0.00	\$1,149.99
	H-FS35100K	35-100mm f/4-5.6 ASPH. MEGA O.I.S.	\$399.99	\$0.00	\$399.99
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$249.99	\$100.00	\$149.99
	H-PS14042K	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$399.99	\$0.00	\$399.99
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$399.99	\$0.00	\$399.99
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$449.99	\$0.00	\$449.99
	H-ES50200	50-200mm f2.8-4 Lens	\$1,699.99	\$200.00	\$1,499.99
	H-FSA100300	100-300mm f4-5.6 Lens	\$649.99	\$100.00	\$549.99
	H-RSA100400	100-400mm f4-6.3 Lens Leica	\$1,599.99	\$0.00	\$1,599.99





FZ1000M2
Save \$150
25-400mm 16x Zoom
20.1MP 1" Sensor
4K Video and 4K Photo



FZ2500
Save \$150
24-480mm 20x Zoom
20.1MP 1" Sensor
4K Video and 4K Photo

	Model	Description	MSRP	Instant Savings	Promo Price
Point & Shoot Camera	DMC-FZ2500	FZ2500 Camera	\$999.99	\$150.00	\$849.99
	DC-FZ1000M2	FZ1000M2 Compact Camera	\$899.99	\$150.00	\$749.99
	DMC-FZ300K	FZ300 Super Zoom Camera	\$499.99	\$0.00	\$499.99
	DC-ZS200DK	ZS200 Travel Camera w/OLED screen (blk)	\$699.99	\$0.00	\$699.99
	DC-ZS200DS	ZS200 Travel Camera w/OLED screen (slv)	\$699.99	\$0.00	\$699.99
	DMC-ZS100K	ZS100 Travel Camera (blk)	\$599.99	\$50.00	\$549.99
	DMC-ZS100S	ZS100 Travel Camera (slv)	\$599.99	\$50.00	\$549.99
	DMW-ZSTRV	Battery & Charger Travel Pack (ZS100/200/80/70, GX85)	\$99.99	\$0.00	\$99.99





HC-X2000
Save \$100
24x Leica Optical Zoom
4K 60P 1/2.5" Sensor
3G-SDI & HDMI Output
Live RTP Streaming
Dual XLR Handle with Light



HC-X1500
Save \$100
24x Leica Optical Zoom
4K 60P 1/2.5" Sensor
5-Axis Image Stabilization
Live RTP Streaming

Camcorders	Model	Description	MSRP	Instant Savings	Promo Price
	HC-X2	X2 Pro 4K Video Camera	\$3,199.99	\$0.00	\$3,199.99
	HC-X20	X20 Pro 4K Video Camera	\$2,599.99	\$0.00	\$2,599.99
	HC-X2000	X2000 4K Pro Camcorder (Livestream+XLR Audio Handle)	\$2,199.99	\$100.00	\$2,099.99
	HC-X1500	X1500 4K Pro Camcorder (Livestream 4K 60p)	\$1,699.99	\$100.00	\$1,599.99
	HC-WXF1K	WXF1 4K Camcorder	\$999.99	\$0.00	\$999.99
	HC-VX1K	VX1 4K Camcorder	\$799.99	\$0.00	\$799.99
	HC-VX981K	VX981 4K Camcorder	\$799.99	\$0.00	\$799.99
	HC-VX870K	VX870 Camcorder	\$919.99	\$0.00	\$919.99
	HC-V800K	V800 Camcorder	\$599.99	\$0.00	\$599.99
	HC-V785K	V785 Camcorder	\$614.99	\$0.00	\$614.99
	HC-V180K	V180 Camcorder	\$249.99	\$0.00	\$249.99

