

Panasonic
LUMIX

S series

Digital Imaging Promotions

Week Beginning: 03/12/23

Week Ending: 03/18/23



L-Mount Lenses
Save \$100 to \$300



S5 Body or Lens Kit
Perfect Hybrid Camera!
Save \$500

	Model	Description	MSRP	Instant Savings	Promo Price
S-Series Camera (Full-Frame)	DC-BS1H	BS1H Full Frame Mirrorless Box Camera	\$3,499.99	\$ -	\$ 3,499.99
	DC-S1BODY	S1 Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$2,499.99	\$ -	\$ 2,499.99
	DC-S1MK	S1 Full Frame Mirrorless Camera w/24-105MM f4 L-Mount Lens	\$3,399.99	\$ -	\$ 3,399.99
	DC-S1RBODY	S1R Full Frame Mirrorless Camera w/47.3MP MOS High-Res Sensor	\$3,699.99	\$ -	\$ 3,699.99
	DC-S1RMK	S1R Full Frame Mirrorless Camera w/24-105mm Lens	\$4,599.99	\$ -	\$ 4,599.99
	DC-S1HBODY	S1H Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$3,999.99	\$ -	\$ 3,999.99
	DC-S5M2XBODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$2,199.99	\$ -	\$ 2,199.99
	DC-S5M2XKK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$ -	\$ 2,499.99
	DC-S5M2BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$ -	\$ 1,999.99
	DC-S5M2KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$ -	\$ 2,299.99
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$ 500	\$ 1,499.99
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$ 500	\$ 1,799.99
	DMW-SFU2	Filmmaker Vlog Upgrade (V-Log key for DC-S1 Only)	\$199.99	\$ -	\$ 199.99

	Model	Description	MSRP	Instant Savings	Promo Price
S-Series Lenses	S-S18	18mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$ 100	\$ 899.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$ 100	\$ 799.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$ 100	\$ 799.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$ 100	\$ 599.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$ 100	\$ 499.99
	S-R1428	14-28mm F4-5.6 L-Mount Interchangeable Lens	\$799.99	\$ -	\$ 799.99
	S-R2060	20-60mm F3.5-5.6 L-Mount Interchangeable Lens	\$599.99	\$ 100	\$ 499.99
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,299.99	\$ 200	\$ 1,099.99
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,699.99	\$ 200	\$ 1,499.99
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,249.99	\$ 300	\$ 949.99
	S-X50	50mm F1.4 L-Mount Interchangeable Lens	\$2,299.99	\$ 200	\$ 2,099.99
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$ 200	\$ 1,299.99
	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$2,199.99	\$ 200	\$ 1,999.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,599.99	\$ 200	\$ 2,399.99

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
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GH6Body or Kit
25.2MP 7.5-Axis IS
5.7K 60P, 4K 120P
Save \$500



GH5M2Body or Kit
20.3MP 6.5 Dual IS
Livestreaming, 6K/4K Photo
Save \$400

	Model	Description	MSRP	Instant Savings	Promo Price
	DC-BGH1	BGH1, 4K Cinema Box Camera w/Livestreaming	\$1,999.99	\$ -	\$ 1,999.99
	DC-GH6LK	GH6, Next Gen High-End Mirrorless MFT Camera w/12-60mm Lens	\$2,799.99	\$ 500	\$ 2,299.99
	DC-GH6BODY	GH6, Next Gen High-End Mirrorless MFT Camera (Body only)	\$2,199.99	\$ 500	\$ 1,699.99
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,299.99	\$ 400	\$ 1,899.99
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,699.99	\$ 400	\$ 1,299.99
	DC-GH5S	GH5S, C4K Mirrorless ILC Camera	\$2,099.99	\$ -	\$ 2,099.99
	DC-GH5KBODY	GH5, 4K Mirrorless ILC Camera Body	\$1,599.99	\$ -	\$ 1,599.99
	DC-GH5LK	GH5, 4K Mirrorless ILC Camera w/ Leica Lens	\$2,199.99	\$ 400	\$ 1,799.99
	DC-G9KBODY	G9, Mirrorless ILC Camera Body	\$1,299.99	\$ -	\$ 1,299.99
	DC-G9MK	G9, Mirrorless ILC Camera w/Lumix 12-60mm Lens	\$1,499.99	\$ -	\$ 1,499.99
	DC-G9LK	G9, Mirrorless ILC Camera w/Leica 12-60mm Lens	\$1,899.99	\$ -	\$ 1,899.99
G-Series Camera	DC-G95DMK	G95, Mirrorless ILC Camera w/12-60mm Lens, OLED	\$999.99	\$ -	\$ 999.99
	DC-G95MK	G95, Mirrorless ILC Camera w/12-60mm Lens	\$999.99	\$ -	\$ 999.99
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$ -	\$ 899.99
	DC-G100KK	G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$ -	\$ 749.99
	DC-G100VK	G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod Grip	\$799.99	\$ -	\$ 799.99
	DMC-G7HK	G7, 4K Mirrorless ILC Camera w/14-140 mm Lens	\$1,099.99	\$ -	\$ 1,099.99
	DMC-G7KK	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (blk)	\$699.99	\$ -	\$ 699.99
	DMC-G7KS	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (slv)	\$699.99	\$ -	\$ 699.99
	DMC-G7WK	G7, 4K Mirrorless ILC Camera w/14-140mm&45-150mm Lens	\$799.99	\$ -	\$ 799.99
	DC-GX9MK	GX9, Mirrorless ILC Camera w/12-60mm Lens (blk)	\$999.99	\$ -	\$ 999.99
	DC-GX9MS	GX9, Mirrorless ILC Camera w/12-60mm Lens (slv)	\$999.99	\$ -	\$ 999.99
	DMC-GX85WK	GX85, 4K Mirrorless ILC Camera w/12-32mm&45-150mm Lens	\$799.99	\$ -	\$ 799.99
	DMC-GX85KK	GX85, 4K Mirrorless ILC Camera w/12-32mm Lens (blk)	\$799.99	\$ -	\$ 799.99
	DMC-GX85KS	GX85, 4K Mirrorless ILC Camera w/12-32mm Lens (slv)	\$799.99	\$ -	\$ 799.99



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35-100mm f2.8 OIS
(70-200mm 35mm equiv.)



12-35mm f2.8 OIS
(24-70mm 35mm equiv.)

	Model	Description	MSRP	Instant Savings	Promo Price
G-Series Lenses	H-F008	8mm f/3.5	\$799.99	\$ -	\$ 799.99
	H-X09	9mm f/1.7 ASPH	\$499.99	\$ -	\$ 499.99
	H-X012	12mm f/1.4 ASPH	\$1,299.99	\$ -	\$ 1,299.99
	H-H014AK	14mm f2.5 Lens	\$299.99	\$ -	\$ 299.99
	H-X015K	15mm f1.7 Aspherical Lens	\$599.99	\$ -	\$ 599.99
	H-H020AK	20mm f1.7 Lens (blk)	\$299.99	\$ -	\$ 299.99
	H-H020AS	20mm f1.7 Lens (slv)	\$299.99	\$ -	\$ 299.99
	H-XA025	25mm f1.7 Lens (blk)	\$699.99	\$ -	\$ 699.99
	H-H025K	25mm f1.7 Lens	\$249.99	\$ -	\$ 249.99
	H-HS030	30mm f2.8 Lens	\$399.99	\$ -	\$ 399.99
	H-NS043	42.5mm f/1.2 ASPH. POWER O.I.S.	\$1,599.99	\$ -	\$ 1,599.99
	H-HS043K	42.5mm f1.7 Lens	\$399.99	\$ -	\$ 399.99
	H-ES045	42.5mm f1.2 Lens	\$799.99	\$ -	\$ 799.99
	H-ES200	200mm f/2.8 POWER O.I.S. Lens	\$2,999.99	\$ -	\$ 2,999.99
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$ -	\$ 899.99
	H-E08018	8-18mm f2.8-4 Lens	\$1,099.99	\$ -	\$ 1,099.99
	H-X1025	10-25mm f/1.7 Lens	\$1,799.99	\$ -	\$ 1,799.99
	H-X2550	25-50mm f/1.7 Lens	\$1,799.99	\$ -	\$ 1,799.99
	H-ES12035	Leica Certified 12-35mm f2.8	\$899.99	\$ -	\$ 899.99
	H-HSA12035	12-35mm f2.8 Lens	\$999.99	\$ -	\$ 999.99
	H-FS12060	12-60mm f/3.5-5.6 ASPH. POWER O.I.S.	\$499.99	\$ -	\$ 499.99
	H-ES12035	12-35mm 2.8 ASPH. POWER O.I.S.	\$899.99	\$ -	\$ 899.99
	H-ES12060	12-60mm f2.8-4 Lens	\$999.99	\$ -	\$ 999.99
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$599.99	\$ -	\$ 599.99
	H-HSA35100	35-100mm f2.8 Lens Fast f2.8	\$1,099.99	\$ -	\$ 1,099.99
	H-FS35100K	35-100mm f/4-5.6 ASPH. MEGA O.I.S.	\$399.99	\$ -	\$ 399.99
	H-FS45150AK	Lumix 45-150mm f4-5.6 Lens	\$249.99	\$ -	\$ 249.99
	H-PS14042K	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$399.99	\$ -	\$ 399.99
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$399.99	\$ -	\$ 399.99
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$449.95	\$ -	\$ 449.95
	H-FSA45200	45-200mm/F4.0-5.6/MEGA O.I.S. lens	\$349.99	\$ -	\$ 349.99
	H-ES50200	50-200mm f2.8-4 Lens	\$1,699.99	\$ -	\$ 1,699.99
H-FSA100300	100-300mm f4-5.6 Lens	\$649.99	\$ -	\$ 649.99	
H-RS100400	100-400mm f4-6.3 Lens	\$1,799.99	\$ -	\$ 1,799.99	



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FZ300K
4K Video, 24x Zoom
25-600mm f2.8 Constant
Save \$50

	Model	Description	MSRP	Instant Savings	Promo Price
Point & Shoot Cameras	DC-LX100M2	LX100M2 Compact Camera	\$999.99	\$ -	\$ 999.99
	DMC-LX100K	LX100 Compact Camera (blk)	\$799.99	\$ -	\$ 799.99
	DMC-LX100S	LX100 Compact Camera (slv)	\$799.99	\$ -	\$ 799.99
	DMC-LX10K	LX10 Compact Camera	\$599.99	\$ -	\$ 599.99
	DMC-FZ2500	FZ2500 Camera	\$999.99	\$ -	\$ 999.99
	DMC-FZ1000	FZ1000 Compact Camera	\$799.99	\$ -	\$ 799.99
	DC-FZ1000M2	FZ1000M2 Compact Camera	\$899.99	\$ -	\$ 899.99
	DMC-FZ300K	FZ300 Super Zoom Camera	\$499.99	\$ 50	\$ 449.99
	DC-FZ80K	FZ80 Super Zoom Camera	\$399.99	\$ -	\$ 399.99
	DC-ZS200DK	ZS200 Travel Camera w/OLED screen (blk)	\$699.99	\$ -	\$ 699.99
	DC-ZS200K	ZS200 Travel Camera (blk)	\$699.99	\$ -	\$ 699.99
	DC-ZS200DS	ZS200 Travel Camera w/OLED screen (slv)	\$699.99	\$ -	\$ 699.99
	DC-ZS200S	ZS200 Travel Camera (slv)	\$699.99	\$ -	\$ 699.99
	DMC-ZS100K	ZS100 Travel Camera (blk)	\$599.99	\$ -	\$ 599.99
	DMC-ZS100S	ZS100 Travel Camera (slv)	\$599.99	\$ -	\$ 599.99
	DC-ZS80DK	ZS80 Travel Camera w/OLED screen (blk)	\$449.99	\$ -	\$ 449.99
	DC-ZS80K	ZS80 Travel Camera (blk)	\$449.99	\$ -	\$ 449.99
	DC-ZS80DS	ZS80 Travel Camera w/OLED screen (slv)	\$449.99	\$ -	\$ 449.99
	DC-ZS80S	ZS80 Travel Camera (slv)	\$449.99	\$ -	\$ 449.99
	DC-ZS70K	ZS70 Travel Camera (blk)	\$399.99	\$ -	\$ 399.99
	DC-ZS70S	ZS70 Travel Camera (slv)	\$399.99	\$ -	\$ 399.99
	DMC-TS30A	TS30 Tough Camera (blu)	\$179.99	\$ -	\$ 179.99
	DMC-TS30K	TS30 Tough Camera (blk)	\$179.99	\$ -	\$ 179.99
	DMC-TS30R	TS30 Tough Camera (red)	\$179.99	\$ -	\$ 179.99
	DMW-ZSTRV	Battery & Charger Travel Pack (ZS100/200/80/70, GX85)	\$99.99	\$ -	\$ 99.99





HC-X1
4K Professional Camcorder
1" Sensor 4K 20x Zoom
Save \$500



HC-V785K
1080P 1/2.3 Sensor
20x Optical Zoom
Save \$150

	Model	Description	MSRP	Instant Savings	Promo Price
Camcorders	HC-X2	X2 Pro 4K Video Camera	\$3,199.99	\$ -	\$ 3,199.99
	HC-X20	X20 Pro 4K Video Camera	\$2,599.99	\$ -	\$ 2,599.99
	HC-X1	X1 Pro 4K Video Camera	\$3,199.99	\$ 500	\$ 2,699.99
	HC-X2000	X2000 4K Pro Camcorder (Livestream+XLR Audio Handle)	\$2,199.99	\$ -	\$ 2,199.99
	HC-X1500	X1500 4K Pro Camcorder (Livestream 4K 60p)	\$1,699.99	\$ -	\$ 1,699.99
	HC-WXF1K	WXF1 4K Camcorder	\$999.99	\$ -	\$ 999.99
	HC-WXF991K	WX991 4K Camcorder	\$999.99	\$ -	\$ 999.99
	HC-VX1K	VX1 4K Camcorder	\$799.99	\$ -	\$ 799.99
	HC-VX981K	VX981 4K Camcorder	\$799.99	\$ 100	\$ 699.99
	HC-VX870K	VX870 Camcorder	\$899.99	\$ 100	\$ 799.99
	HC-V800K	V800 Camcorder	\$599.99	\$ -	\$ 599.99
	HC-V785K	V785 Camcorder	\$599.99	\$ 150	\$ 449.99
	HC-V380K	V380 Camcorder	\$329.99	\$ -	\$ 329.99
	HC-V180K	V180 Camcorder	\$229.99	\$ -	\$ 229.99



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