

**Panasonic**  
**LUMIX**

**S series**

**Digital Imaging Promotions**

Week Beginning: 05/28/23

Week Ending: 06/03/23



**LUMIX S5II** **New Special Bundle Promotion**



**Save \$400 off any S-Series Lenses**

\* S-Lens standalone instant rebate offer cannot be combined with bundle promotion

	Model	Description	MSRP	Instant Savings	Promo Price
<b>S-Series Camera</b>	DC-BS1H	BS1H Full Frame Mirrorless Box Camera	\$3,499.99	\$0.00	\$3,499.99
	DC-S1BODY	S1 Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$2,499.99	\$0.00	\$2,499.99
	DC-S1MK	S1 Full Frame Mirrorless Camera w/24-105MM f4 L-Mount Lens	\$3,399.99	\$0.00	\$3,399.99
	DC-S1HBODY	S1H Full Frame Mirrorless Camera w/24.2MP MOS High-Res Sensor	\$3,999.99	\$500.00	\$3,499.99
	DC-S5M2XBODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$2,199.99	S5IIX Bundle Promo	-
	DC-S5M2XKK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	S5IIX Bundle Promo	-
	DC-S5M2BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	S5II Bundle Promo	-
	DC-S5M2KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	S5II Bundle Promo	-
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$500.00	\$1,499.99
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$500.00	\$1,799.99
	DMW-SFU2	Filmmaker Vlog Upgrade (V-Log key for DC-S1 Only)	\$199.99	Free w/S1	-

	Model	Description	MSRP	Instant Savings	Stand Alone IR Price	S5M2/X Bundle Price
<b>S-Series Lenses</b>	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	\$0.00	\$799.99	\$399.99
	S-R2060	20-60mm F3.5-5.6 L-Mount Interchangeable Lens	\$599.99	\$100.00	\$499.99	\$199.99
	S-R24105	24-105mm F4 L-Mount Interchangeable Lens	\$1,299.99	\$300.00	\$999.99	\$899.99
	S-R70200	70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,699.99	\$500.00	\$1,199.99	
	S-R70300	70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,249.99	\$250.00	\$999.99	\$849.99
	S-X50	50mm F1.4 L-Mount Interchangeable Lens	\$2,299.99	\$500.00	\$1,799.99	
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$500.00	\$999.99	
	S-E2470	S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$2,199.99	\$300.00	\$1,899.99	\$1,799.99
	S-E70200	S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount Lens	\$2,599.99	\$200.00	\$2,399.99	\$2,199.99



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.



**GH6 Body or Kit**  
25.2 MP, 7.5-Axis IS  
5.7K, 4K 120P

**Save \$500**



**GH5M2 Body or Kit**  
20.3 Live MOS Sensor  
DCI/UHD 4K 60p  
Live Streaming

**Save \$500**

	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	\$500.00	\$2,299.99
	DC-GH6BODY	GH6, Next Gen High-End Mirrorless MFT Camera (Body only)	\$2,199.99	\$500.00	\$1,699.99
	DC-GH5M2LK	GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,299.99	\$500.00	\$1,799.99
	DC-GH5M2BODY	GH5M2, Mirrorless Camera w/Livestreaming	\$1,699.99	\$500.00	\$1,199.99
	DC-GH5S	GH5S, C4K Mirrorless ILC Camera	\$2,099.99	\$300.00	\$1,799.99
	DC-GH5KBODY	GH5, 4K Mirrorless ILC Camera Body	\$1,599.99	\$0.00	\$1,599.99
	DC-GH5LK	GH5, 4K Mirrorless ILC Camera w/ Leica Lens	\$2,199.99	\$400.00	\$1,799.99
	DC-G9KBODY	G9, Mirrorless ILC Camera Body	\$1,299.99	\$400.00	\$899.99
	DC-G9MK	G9, Mirrorless ILC Camera w/Lumix 12-60mm Lens	\$1,499.99	\$400.00	\$1,099.99
	DC-G9LK	G9, Mirrorless ILC Camera w/Leica 12-60mm Lens	\$1,899.99	\$400.00	\$1,499.99
	DC-G95DMK	G95, Mirrorless ILC Camera w/12-60mm Lens, OLED	\$999.99	\$300.00	\$699.99
	DC-G95MK	G95, Mirrorless ILC Camera w/12-60mm Lens	\$999.99	\$0.00	\$999.99
	DMC-G85MK	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$200.00	\$699.99
	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
	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	\$100.00	\$599.99
DMC-G7KS	G7, 4K Mirrorless ILC Camera w/14-42 mm Lens (slv)	\$699.99	\$100.00	\$599.99	
DMC-G7WK	G7, 4K Mirrorless ILC Camera w/14-140mm&45-150mm Lens	\$799.99	\$100.00	\$699.99	
DMC-GX85WK	GX85, 4K Mirrorless ILC Camera w/12-32mm&45-150mm Lens	\$799.99	\$150.00	\$649.99	

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.





**100-400mm**  
**Leica Certified**  
(200-800mm 35mm equiv.)  
**Save \$500**



**12-35mm f2.8 OIS**  
(24-70mm 35mm equiv.)  
**Save \$300**

	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	\$100.00	\$499.99
	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 f1.7 Lens (blk)	\$699.99	\$100.00	\$599.99
	H-H025K	25mm f1.7 Lens	\$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	\$400.00	\$1,199.99
	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-ES200	200mm f2.8 POWER O.I.S. Lens	\$2,999.99	\$0.00	\$2,999.99
	H-F007014	7-14mm f4.0 Lens	\$899.99	\$150.00	\$749.99
	H-E08018	8-18mm f2.8-4 Lens	\$1,099.99	\$200.00	\$899.99
	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	\$300.00	\$1,499.99
	H-HSA12035	12-35mm f2.8 Lens	\$999.99	\$300.00	\$699.99
	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	\$0.00	\$899.99
	H-ES12060	12-60mm f2.8-4 Lens	\$999.99	\$200.00	\$799.99
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$599.99	\$100.00	\$499.99
	H-HSA35100	35-100mm f2.8 Lens Fast f2.8	\$1,099.99	\$200.00	\$899.99
	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	\$50.00	\$349.99
	H-PS14042S	Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$399.99	\$50.00	\$349.99
	H-PS45175K	Lumix 45-175mm f4-5.6 Power Zoom Lens	\$449.95	\$50.00	\$399.95
	H-FSA45200	45-200mm/F4.0-5.6/MEGA O.I.S. lens	\$349.99	\$50.00	\$299.99
	H-ES50200	50-200mm f2.8-4 Lens	\$1,699.99	\$300.00	\$1,399.99
	H-FSA100300	100-300mm f4-5.6 Lens	\$649.99	\$150.00	\$499.99
H-RS100400	100-400mm f4-6.3 Lens	\$1,799.99	\$500.00	\$1,299.99	

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.





**ZS100K/S**  
10x Zoom, 1" Sensor  
WiFi - Touch Screen

**Save \$150**



**FZ2500**  
20x Zoom, 1" Sensor  
Wifi - Touch Screen

**Save \$150**

	Model	Description	MSRP	Instant Savings	Promo Price
Point &Shoot Camera	DC-LX100M2	LX100M2 Compact Camera	\$999.99	\$0.00	\$999.99
	DMC-LX10K	LX10 Compact Camera	\$599.99	\$150.00	\$449.99
	DMC-FZ2500	FZ2500 Camera	\$999.99	\$150.00	\$849.99
	DMC-FZ1000	FZ1000 Compact Camera	\$799.99	\$0.00	\$799.99
	DC-FZ1000M2	FZ1000M2 Compact Camera	\$899.99	\$50.00	\$849.99
	DMC-FZ300K	FZ300 Super Zoom Camera	\$499.99	\$50.00	\$449.99
	DC-FZ80K	FZ80 Super Zoom Camera	\$399.99	\$0.00	\$399.99
	DC-ZS200DK	ZS200 Travel Camera w/OLED screen (blk)	\$699.99	\$100.00	\$599.99
	DC-ZS200K	ZS200 Travel Camera (blk)	\$699.99	\$100.00	\$599.99
	DC-ZS200DS	ZS200 Travel Camera w/OLED screen (slv)	\$699.99	\$100.00	\$599.99
	DC-ZS200S	ZS200 Travel Camera (slv)	\$699.99	\$100.00	\$599.99
	DMC-ZS100K	ZS100 Travel Camera (blk)	\$599.99	\$150.00	\$449.99
	DMC-ZS100S	ZS100 Travel Camera (slv)	\$599.99	\$150.00	\$449.99
	DC-ZS80DK	ZS80 Travel Camera w/OLED screen (blk)	\$449.99	\$0.00	\$449.99
	DC-ZS80K	ZS80 Travel Camera (blk)	\$449.99	\$0.00	\$449.99
	DC-ZS80DS	ZS80 Travel Camera w/OLED screeb (slv)	\$449.99	\$0.00	\$449.99
	DC-ZS80S	ZS80 Travel Camera (slv)	\$449.99	\$0.00	\$449.99
	DC-ZS70K	ZS70 Travel Camera (blk)	\$399.99	\$0.00	\$399.99
	DC-ZS70S	ZS70 Travel Camera (slv)	\$399.99	\$0.00	\$399.99
	DMW-ZSTRV	Battery & Charger Travel Pack (ZS100/200/80/70, GX85)	\$99.99	\$0.00	\$99.99

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.





**HC-VX870K**  
4K, 1/2.3" Sensor  
20x Optical Zoom  
**Save \$200**



**HC-V785K**  
1080P 1.2/3" Sensor  
20x Optical Zoom  
**Save \$150**

	Model	Description	MSRP	Instant Savings	Promo Price
camcorder	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-X1	X1 Pro 4K Video Camera	\$3,199.99	\$0.00	\$3,199.99
	HC-X2000	X2000 4K Pro Camcorder (Livestream+XLR Audio Handle)	\$2,199.99	\$0.00	\$2,199.99
	HC-X1500	X1500 4K Pro Camcorder (Livestream 4K 60p)	\$1,699.99	\$0.00	\$1,699.99
	HC-WXF1K	WXF1 4K Camcorder	\$999.99	\$50.00	\$949.99
	HC-WXF991K	WX991 4K Camcorder	\$999.99	\$0.00	\$999.99
	HC-VX1K	VX1 4K Camcorder	\$799.99	\$50.00	\$749.99
	HC-VX981K	VX981 4K Camcorder	\$799.99	\$50.00	\$749.99
	HC-VX870K	VX870 Camcorder	\$899.99	\$200.00	\$699.99
	HC-V800K	V800 Camcorder	\$599.99	\$0.00	\$599.99
	HC-V785K	V785 Camcorder	\$599.99	\$150.00	\$449.99
	HC-V380K	V380 Camcorder	\$329.99	\$0.00	\$329.99
	HC-V180K	V180 Camcorder	\$229.99	\$0.00	\$229.99

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.

