

**Panasonic**  
**LUMIX**

## New Year Full Frame Savings

Digital Imaging Promotions

Week Beginning: 01/21/24

Week Ending: 01/27/24



**S5M2/X/WK**  
**Save \$600**  
Double Lens Kits  
Includes 20-60mm and  
50mm f1.8



**S5Body/Kit**  
**Save \$600**

5-axis 6.5 Stops IS  
4.2.2 10-Bit 4K60P  
VLOG preinstalled

	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 Mirrorless 4k 60p Camera (Body)	\$2,199.99	\$200.00	\$1,999.99
	DC-S5M2XKK	S5M2X Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$200.00	\$2,299.99
	DC-S5M2XWK	<b>NEW</b> S5M2X Double Lens Kit w/ 20-60mm and 50mm f1.8	\$2,949.99	\$600.00	\$2,349.99
	DC-S5M2BODY	S5M2 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$200.00	\$1,799.99
	DC-S5M2KK	S5M2 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$200.00	\$2,099.99
	DC-S5M2WK	<b>NEW</b> S5M2 Double Lens Kit w/ 20-60mm and 50mm f1.8	\$2,749.99	\$600.00	\$2,149.99
	DC-S5BODY	S5 Full Frame Mirrorless 4k 60p Camera (Body)	\$1,799.99	\$600.00	\$1,199.99
	DC-S5KK	S5 Full Frame Mirrorless Camera w/20-60mm Lens	\$2,099.99	\$600.00	\$1,499.99

	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	\$0.00	\$999.99	\$599.99
	S-S24	24mm F1.8 L-Mount Interchangeable Lens	\$899.99	\$0.00	\$899.99	\$499.99
	S-S35	35mm F1.8 L-Mount Interchangeable Lens	\$699.99	\$0.00	\$699.99	\$299.99
	S-S50	50mm F1.8 L-Mount Interchangeable Lens	\$449.99	\$0.00	\$449.99	\$49.99
	S-S85	85mm F1.8 L-Mount Interchangeable Lens	\$599.99	\$0.00	\$599.99	\$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	\$0.00	\$599.99	
	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	\$1,499.99	\$200.00	\$1,299.99	\$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	\$0.00	\$2,299.99	\$1,899.99
	S-R1635	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,499.99	\$300.00	\$1,199.99	\$1,099.99
	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



**LUMIX**  
**PRO SERVICES**

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## New Year Camera Savings

Digital Imaging Promotions

Week Beginning: 01/21/24

Week Ending: 01/27/24



### Bundle and Save G9M2Body/Kit w/H-X09

**Save \$400**

Phase Detect Focus  
100MP Hand Held  
60 FPS Burst w/AFC



### GH6Body/Kit

**Save \$500**

Cinema Camera  
w/ Professional Features  
25.2MP Sensor

	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	\$2,099.99	\$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+ H-X09	G9II, Mirrorless ILC Camera Body w/ H-X09 Bundle	\$2,399.98	\$400.00	\$1,999.98
	DC-G9M2LK+ H-X09	G9II, Mirrorless ILC Camera w/Lumix 12-60mm Lens & H-X09	\$2,999.98	\$400.00	\$2,599.98
	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
	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	\$150.00	\$649.99
	DMC-GX85WK	GX85, 4K Mirrorless ILC Camera w/12-32mm&45-150mm Lens	\$799.99	\$150.00	\$649.99



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**H-X2550**  
**Save \$300**  
50-100mm (35mm Equiv.)  
Leica Certified  
f1.7 Constant



**H-ES50200**  
**Save \$300**  
100-400mm (35mm Equiv.)  
Leica Certified  
f2.8-4.0



**H-E08018**  
**Save \$200**  
16-36mm (35mm Equiv.)  
Leica Certified  
f2.8-4.0

	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	\$0.00	\$499.99
	H-X012	12mm f/1.4 ASPH	\$1,299.99	\$0.00	\$1,299.99
	H-H014AK	14mm f2.5 Lens	\$299.99	<b>\$100.00</b>	<b>\$199.99</b>
	H-X015K	15mm f1.7 Aspherical Lens	\$599.99	\$0.00	\$599.99
	H-H020AK	20mm f1.7 Lens (blk)	\$299.99	<b>\$30.00</b>	<b>\$269.99</b>
	H-H020AS	20mm f1.7 Lens (slv)	\$299.99	<b>\$30.00</b>	<b>\$269.99</b>
	H-XA025	25mm f1.7 Lens (blk)	\$699.99	<b>\$100.00</b>	<b>\$599.99</b>
	H-H025K	25mm f1.7 Lens	\$249.99	<b>\$100.00</b>	<b>\$149.99</b>
	H-HS030	30mm f2.8 Lens	\$399.99	<b>\$100.00</b>	<b>\$299.99</b>
	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	<b>\$100.00</b>	<b>\$299.99</b>
	H-ES045	42.5mm f1.2 Lens	\$799.99	\$0.00	\$799.99
	H-F007014	7-14mm f4.0 Lens	\$899.99	<b>\$150.00</b>	<b>\$749.99</b>
	H-E08018	8-18mm f2.8-4 Lens	\$1,099.99	<b>\$200.00</b>	<b>\$899.99</b>
	H-X1025	10-25mm f/1.7 Lens	\$1,799.99	<b>\$200.00</b>	<b>\$1,599.99</b>
	H-X2550	25-50mm f/1.7 Lens	\$1,799.99	<b>\$300.00</b>	<b>\$1,499.99</b>
	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	<b>\$100.00</b>	<b>\$899.99</b>
	H-FSA14140	14-140mm f3.5-5.6 Lens	\$599.99	<b>\$100.00</b>	<b>\$499.99</b>
	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	<b>\$100.00</b>	<b>\$149.99</b>
	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	\$449.95	\$0.00	\$449.95
	H-ES50200	50-200mm f2.8-4 Lens	\$1,699.99	<b>\$300.00</b>	<b>\$1,399.99</b>
	H-FSA100300	100-300mm f4-5.6 Lens	\$649.99	<b>\$100.00</b>	<b>\$549.99</b>
	H-RSA100400	100-400mm f4-6.3 Lens Leica	\$1,599.99	\$0.00	\$1,599.99



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## New Year Compact Savings

Digital Imaging Promotions

Week Beginning: 01/21/24

Week Ending: 01/27/24



**FZ2500**

**Save \$100**

24-480mm 20x Zoom  
20.1MP Sensor  
DCI 4K Recording



**FZ1000M2**

**Save \$100**

25-400mm 16x Zoom  
20.1MP Sensor  
4K Video and 4K Photo

	Model	Description	MSRP	Instant Savings	Promo Price
Point & Shoot Camera	DMC-LX10K	LX10 Compact Camera	\$599.99	\$0.00	\$599.99
	DMC-FZ2500	FZ2500 Camera	\$999.99	\$100.00	\$899.99
	DC-FZ1000M2	FZ1000M2 Compact Camera	\$899.99	\$100.00	\$799.99
	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	\$0.00	\$599.99
	DMC-ZS100S	ZS100 Travel Camera (slv)	\$599.99	\$0.00	\$599.99
	DC-ZS80DK	ZS80 Travel Camera w/OLED screen (blk)	\$449.99	\$0.00	\$449.99
	DC-ZS80DS	ZS80 Travel Camera w/OLED screen (slv)	\$449.99	\$0.00	\$449.99
	DMW-ZSTRV	Battery & Charger Travel Pack (ZS100/200/80/70, GX85)	\$99.99	\$0.00	\$99.99



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## New Year Camcorder Savings

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Week Beginning: 01/21/24

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**HC-V785K**

**Save \$100**

20x Leica Optical Zoom  
1080P HD Video  
5-Axis Image Stabilization



**HC-WXF1K**

**Save \$100**

24x Leica Optical Zoom  
4K Video w/Twin-Camera  
1/2.5" MOS Sensor

	Model	Description	MSRP	Instant Savings	Promo Price
Camcorders	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	\$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 w/Viewfinder	\$999.99	<b>\$100.00</b>	<b>\$899.99</b>
	HC-VX1K	VX1 4K Camcorder	\$799.99	<b>\$50.00</b>	<b>\$749.99</b>
	HC-VX981K	VX981 4K Camcorder	\$799.99	<b>\$50.00</b>	<b>\$749.99</b>
	HC-VX870K	VX870 Camcorder	\$919.99	<b>\$150.00</b>	<b>\$769.99</b>
	HC-V785K	V785 Camcorder	\$614.99	<b>\$100.00</b>	<b>\$514.99</b>
	HC-V180K	V180 Camcorder	\$249.99	\$0.00	\$249.99



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