

**Panasonic  
LUMIX**

**Full Frame Camera Savings Plus  
Bundle and Save on Lenses**

Digital Imaging Promotions

Week Beginning: 03/31/24  
Week Ending: 04/20/24



**S5M2/XBody/Kit**  
**Save \$200**  
**Plus Save \$400 Off**  
**Additional Lenses**  
**w/Purchase**



**S5M2/X WK**  
**Two Lens Kit**  
**Save \$600**  
**Plus Save \$400 Off**  
**Additional Lenses**  
**w/Purchase**

|                 | 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 | \$0.00          | \$3,999.99  |
|                 | DC-S5M2XBODY | S5 Full Frame Mirrorless 4k 60p Camera (Body)                 | \$2,199.99 | \$200.00        | \$1,999.99  |
|                 | DC-S5M2XKK   | S5 Full Frame Mirrorless Camera w/20-60mm Lens                | \$2,499.99 | \$200.00        | \$2,299.99  |
|                 | DC-S5M2XWK   | S5 Full Frame Mirrorless Camera w/20-60mm Lens + 50mm         | \$2,949.99 | \$600.00        | \$2,349.99  |
|                 | DC-S5M2BODY  | S5 Full Frame Mirrorless 4k 60p Camera (Body)                 | \$1,999.99 | \$200.00        | \$1,799.99  |
|                 | DC-S5M2KK    | S5 Full Frame Mirrorless Camera w/20-60mm Lens                | \$2,299.99 | \$200.00        | \$2,099.99  |
|                 | DC-S5M2WK    | S5 Full Frame Mirrorless Camera w/20-60mm Lens + 50mm         | \$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  |
|                 | DMW-SFU2     | Filmmaker Vlog Upgrade (V-Log key for DC-S1 Only)             | \$199.99   | \$0.00          | \$199.99    |

**Panasonic  
LUMIX**

**Full Frame Lens Bundle and Save**  
**\$400 w/S5M2/X/WK**

Digital Imaging Promotions

Week Beginning: 03/31/24  
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**S-S50**  
50mm f1.8  
Weather Sealed  
Bundle & Save \$400  
**Final Price \$49.99**

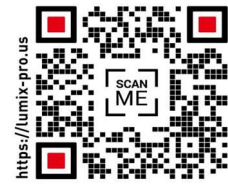


**S-R24105**  
24-105mm Constant f4.0  
Weather Sealed  
Bundle & Save \$400  
**Final Price \$899.99**



**S-E2470**  
24-70 Constant f2.8  
Leica Pro Certified  
Bundle & Save \$400  
**Final Price \$1599**

|                 | 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                    | \$1,299.99 | \$300.00        | \$999.99             | \$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 | \$250.00        | \$849.99             | \$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 | \$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 | \$300.00        | \$1,999.99           | \$1,899.99          |



**LUMIX  
PRO SERVICES**

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LUMIX**

**G9M2 \$500 Bonus Trade In**

**Digital Imaging Promotions**

Week Beginning: 03/31/24  
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**G9M2Body/Kit**  
**\$500 Bonus Trade In**  
25.2MP Sensor  
Phase Detect Focus  
100MP Hand Held Hi Res  
60 FPS Burst w/AFC



**GH5M2Body/Kit**  
**Save \$300**  
20.3MP Sensor  
4K No Crop Unlimited Video  
Live Streaming  
6.5-Stop Dual I.S

| G-Series Camera                        | Model  | Description   | MSRP       | Instant Savings | Promo Price |
|--|--|---|------------|-----------------|-------------|
| <b>\$500 TITU</b><br><b>\$500 TITU</b> | 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 | \$100.00        | \$2,699.99  |
|  | DC-GH6BODY   | GH6, Next Gen High-End Mirrorless MFT Camera (Body only)    | \$2,199.99 | \$100.00        | \$2,099.99  |
|  | DC-GH5M2LK   | GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens       | \$2,099.99 | \$300.00        | \$1,799.99  |
|  | DC-GH5M2BODY   | GH5M2, Mirrorless Camera w/Livestreaming                    | \$1,499.99 | \$300.00        | \$1,199.99  |
|  | DC-GH5S  | GH5S, C4K Mirrorless ILC Camera                             | \$2,099.99 | \$0.00          | \$2,099.99  |
|  | DC-G9M2BODY  | G9II, Mirrorless ILC Camera Body                            | \$1,899.99 | \$0.00          | \$1,899.99  |
|  | DC-G9M2LK  | G9II, Mirrorless ILC Camera w/Lumix 12-60mm Lens            | \$2,499.99 | \$0.00          | \$2,499.99  |
|  | DC-G9KBODY   | G9, Mirrorless ILC Camera Body                              | \$1,299.99 | \$0.00          | \$1,299.99  |
|  | DC-G9MK  | G9, Mirrorless ILC Camera w/Lumix 12-60mm Lens              | \$1,499.99 | \$0.00          | \$1,499.99  |
|  | DC-G9LK  | G9, Mirrorless ILC Camera w/Leica 12-60mm Lens              | \$1,899.99 | \$0.00          | \$1,899.99  |
|  | DC-G95DMK  | G95, Mirrorless ILC Camera w/12-60mm Lens, OLED             | \$999.99   | \$200.00        | \$799.99    |
|  | 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    |
|  | 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 | \$0.00          | \$1,099.99  |
|  | 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  | \$0.00     | \$799.99        |             |



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**H-X1025/2550**  
**Save \$300**  
20-50mm (35mm Equiv.)  
or 50-100mm (35mm Equiv.)  
Leica Certified  
Constant f1.7



**H-ES35100**  
**Save \$150**  
70-200mm (35mm  
Equiv.)  
Leica Certified  
Constant f2.8



**H-ES12035**  
**Save \$100**  
24-70mm (35mm  
Equiv.)  
Leica Certified  
Constant f2.8

|                        | Model       | Description                                  | MSRP       | Instant Savings | Promo Price |
|------------------------|-------------|--|------------|-----------------|-------------|
| <b>G-Series Lenses</b> | 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 | \$100.00        | \$1,199.99  |
|                        | 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   | \$150.00        | \$549.99    |
|                        | 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-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 | \$300.00        | \$1,499.99  |
|                        | 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   | \$200.00        | \$799.99    |
|                        | 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 | \$150.00        | \$999.99    |
|                        | 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        | \$449.99   | \$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   | \$150.00        | \$499.99    |
|                        | H-RSA100400 | 100-400mm f4-6.3 Lens Leica                  | \$1,599.99 | \$0.00          | \$1,599.99  |





**FZ1000M2**  
25-400mm 16x Zoom  
20.1MP 1" Sensor  
4K Video and 4K Photo



**FZ2500**  
24-480mm 20x Zoom  
20.1MP 1" Sensor  
4K Video and 4K Photo  
Built in ND Filters

|                                 | Model       | Description   | MSRP     | Instant Savings | Promo Price |
|---------------------------------|-------------|---|----------|-----------------|-------------|
| <b>Point &amp; Shoot Camera</b> | DMC-FZ2500  | FZ2500 Camera   | \$999.99 | \$0.00          | \$999.99    |
|                                 | DC-FZ1000M2 | FZ1000M2 Compact Camera                               | \$899.99 | \$0.00          | \$899.99    |
|                                 | 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    |
|                                 | DMW-ZSTRV   | Battery & Charger Travel Pack (ZS100/200/80/70, GX85) | \$99.99  | \$0.00          | \$99.99     |



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**HC-X2/HC-X20**  
1" Sensor  
4K 60p/1080 120p Live Streaming  
**\$400 Bonus Trade In**



**HC-X2000/HC-X1500**  
1/2.5" Sensor  
4K 60p/1080 120p Live Streaming  
**\$200 Bonus Trade In**

|                   | Model     | Description  | MSRP       | Instant Savings | Promo Price     |
|-------------------|-----------|--|------------|-----------------|-----------------|
| <b>\$400 TITU</b> | HC-X2     | X2 Pro 4K Video Camera                               | \$3,199.99 | \$0.00          | \$3,199.99      |
| <b>\$400 TITU</b> | HC-X20    | X20 Pro 4K Video Camera                              | \$2,599.99 | \$0.00          | \$2,599.99      |
| <b>\$200 TITU</b> | HC-X2000  | X2000 4K Pro Camcorder (Livestream+XLR Audio Handle) | \$2,199.99 | \$0.00          | \$2,199.99      |
| <b>\$200 TITU</b> | HC-X1500  | X1500 4K Pro Camcorder (Livestream 4K 60p)           | \$1,699.99 | \$0.00          | \$1,699.99      |
| <b>Camcorders</b> | HC-WXF1K  | WXF1 4K Camcorder                                    | \$999.99   | <b>\$200.00</b> | <b>\$799.99</b> |
|                   | HC-VX1K   | VX1 4K Camcorder                                     | \$799.99   | <b>\$100.00</b> | <b>\$699.99</b> |
|                   | HC-VX981K | VX981 4K Camcorder                                   | \$799.99   | \$0.00          | \$799.99        |
|                   | HC-VX870K | VX870 Camcorder                                      | \$919.99   | <b>\$150.00</b> | <b>\$769.99</b> |
|                   | HC-V800K  | V800 Camcorder                                       | \$599.99   | <b>\$100.00</b> | <b>\$499.99</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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