

LUMIX

S9N Kits



Compact
Full Frame

Fun, Creative



July Savings

Save \$400 Now
\$1399.99



S5M2KK w/ 20-60mm
Full Frame, 6K Open Gate
Unlimited Video Recording
Save \$500 Now
\$1799.99

LUMIX Motion. Picture. Perfect.		Red, White and Blue Camera Savings			Digital Imaging Promotions Week Beginning: 07/05/26 Week Ending: 08/01/26	
S-Series Camera	Model	Series	S Series Camera-Full Frame	MSRP	Instant Savings	Promo Price
	DC-S1RM2AK9	S1RII	S1RM2 First Lumix 8K FF Camera w/24-60mm f2.8	\$4,099.99	\$300.00	\$3,799.99
	DC-S1RM2BODY/9		S1RM2 First Lumix 8K FF Camera (Body)	\$3,299.99	\$300.00	\$2,999.99
	DC-S1M2AK9	S1II	S1M2 Lumix Partially Stacked Sensor w/24-60mm f2.8	\$3,999.99	\$300.00	\$3,699.99
	DC-S1M2BODY/9		S1M2 Lumix Partially Stacked Sensor (Body)	\$3,199.99	\$300.00	\$2,899.99
	DC-S1M2ESBODY/9	S1IIE	S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body)	\$2,499.99	\$300.00	\$2,199.99
	DC-S5M2XAK9	S5IIIX	S5M2X Kit Full Frame w/24-60mm f2.8	\$2,999.99	\$500.00	\$2,499.99
	DC-S5M2XKK/9		S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$500.00	\$1,999.99
	DC-S5M2XBODY/9		S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$300.00	\$1,899.99
	DC-S5M2AK9	S5II	S5M2 Kit Full Frame w/24-60mm f2.8	\$2,799.99	\$500.00	\$2,299.99
	DC-S5M2KK/9		S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$500.00	\$1,799.99
	DC-S5M2BODY/9		S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$300.00	\$1,699.99
	DC-S9NA/9	S9	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NK/9		S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NG/9		S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NGA/9		S9 Full Frame Camera w/18-40mm (Mint Green Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NR/9		S9 Full Frame Camera w/18-40mm (Red Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NP/9		S9 Full Frame Camera w/18-40mm (Pink Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NWA9		S9 Full Frame Camera w/18-40mm (White/Silver Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9NSB9		S9 Full Frame Camera w/18-40mm (Black/Silver Kit)	\$1,799.99	\$400.00	\$1,399.99
	DC-S9BODYK/9		S9 Full Frame Camera (Body Black)	\$1,499.99	\$300.00	\$1,199.99
G-Series Camera	Model	Series	G Series Camera M4/3rd	MSRP	Instant Savings	Promo Price
	DC-GH7LK/9	GH7	GH7, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,799.99	\$400.00	\$2,399.99
	DC-GH7BODY/9		GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$400.00	\$1,799.99
	DC-G9M2LK/9	G9II	G9M2, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,499.99	\$400.00	\$2,099.99
	DC-G9M2BODY/9		G9M2, Phase AF MFT Camera (Body Only)	\$1,899.99	\$400.00	\$1,499.99
	DC-GH5M2BODY	GH5II	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$500.00	\$999.99
	DC-GH5M2LK		GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$500.00	\$1,599.99
	DC-G100DKK/9	G100	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$150.00	\$599.99
P&S	DC-G100DVK/9		Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod	\$799.99	\$50.00	\$749.99
	DC-G97MK/9	G97	G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6	\$849.99	\$150.00	\$699.99
	DMC-G85MK	G85	G85, Mirrorless ILC Camera w/12-60mm Lens	\$899.99	\$350.00	\$549.99
	Model	Series	P&S Cameras	MSRP	Instant Savings	Promo Price
	DC-L10K	Compact	20.4MP sensor w/ Leica 24-75mm f/1.7-2.8 zoom lens (Black)	\$1,499.99	\$0.00	\$1,499.99
	DC-L10S		20.4MP sensor w/ Leica 24-75mm f/1.7-2.8 zoom lens (Silver)	\$1,499.99	\$0.00	\$1,499.99
	DC-ZS300K		1 Inch Sensor 15X Zoom Black	\$899.99	\$0.00	\$899.99
	DC-ZS300S		1 Inch Sensor 15X Zoom Silver	\$899.99	\$0.00	\$899.99
	DC-ZS99K		1 2/3 Inch Sensor 30X Zoom Black	\$699.99	\$0.00	\$699.99
	DC-ZS99S		1 2/3 Inch Sensor 30X Zoom Silver	\$699.99	\$0.00	\$699.99
	DC-FZ80DK	Bridge	1 2/3 Inch Sensor 60x Zoom	\$549.99	\$100.00	\$449.99

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
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PRO SERVICES

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LUMIX Motion. Picture. Perfect			Summer Sizzling Lens Savings		Digital Imaging Promotions Week Beginning: 07/05/26 Week Ending: 08/01/26	
S-Series Lenses	Model	Series	S Series Full Frame Lenses	MSRP	Instant Savings	Stand Alone IR Price
	S-E100/J	Prime	LUMIX S 100mm f/2.8	\$1,099.99	\$100.00	\$999.99
	S-S85		85mm F1.8 L-Mount Interchangeable Lens	\$649.99	\$150.00	\$499.99
	S-X50		50mm F1.4 L-Mount Interchangeable Lens	\$2,499.99	\$300.00	\$2,199.99
	S-S50		50mm F1.8 L-Mount Interchangeable Lens	\$499.99	\$150.00	\$349.99
	S-S40 (K/S)		40mm F2 L-Mount Interchangeable Lens (Blk or Slv)	\$399.99	\$0.00	\$399.99
	S-S35		35mm F1.8 L-Mount Interchangeable Lens	\$749.99	\$50.00	\$699.99
	S-S24		24mm F1.8 L-Mount Interchangeable Lens	\$999.99	\$100.00	\$899.99
	S-S18		18mm F1.8 L-Mount Interchangeable Lens	\$1,099.99	\$50.00	\$1,049.99
	S-R26		26mm F/8 L-Mount	\$299.99	\$0.00	\$299.99
	S-R10500	Tele	100-500mm F5-7.1 L-Mount Interchangeable Lens	\$2,099.99	\$0.00	\$2,099.99
	S-R70300		70-300mm F4 Telephoto Lens, Full-frame L Mount	\$1,199.99	\$200.00	\$999.99
	S-E70200		S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount	\$2,499.99	\$200.00	\$2,299.99
	S-R70200		70-200mm F4 Telephoto Lens, Full-frame L Mount	\$1,599.99	\$200.00	\$1,399.99
S-R28200	28-200mm F4-7.1 L-Mount Interchangeable Lens		\$999.99	\$200.00	\$799.99	
S-E2460	Standard	24-60mm F2.8 L-Mount Interchangeable Lens	\$1,049.99	\$0.00	\$1,049.99	
S-E2470		S Pro 24-70mm F2.8 L-Mount Interchangeable Lens	\$2,149.99	\$200.00	\$1,949.99	
S-R2060		20-60 L-Mount Interchangeable Lens	\$649.99	\$100.00	\$549.99	
S-R24105		24-105mm F4 L-Mount Interchangeable Lens	\$1,399.99	\$200.00	\$1,199.99	
S-R1635	Wide	16-35mm F4 Wide Zoom L-Mount Interchangeable Lens	\$1,649.99	\$500.00	\$1,149.99	
S-R1428		14-28mm F4-5.6 L-Mount Interchangeable Lens	\$899.99	\$100.00	\$799.99	
G-Series Lenses	Model	Series	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price
	H-NS043	Prime	42.5mm, f/1.2 LEICA NOCTICRON	\$1,999.99	\$200.00	\$1,799.99
	H-X012		12mm f/1.2 LEICA SUMMILUX	\$1,299.99	\$0.00	\$1,299.99
	H-XA025		25mm f/1.4 LEICA SUMMILUX II	\$849.99	\$200.00	\$649.99
	H-X015K		15mm f1.7 Aspherical Lens	\$649.99	\$0.00	\$649.99
	H-X09		9mm f/1.7 ASPH	\$549.99	\$50.00	\$499.99
	H-HS030		30mm f2.8 Lens	\$499.99	\$100.00	\$399.99
	H-HS043K		42.5mm f1.7 Lens	\$499.99	\$100.00	\$399.99
	H-H020AK/AS		20mm f1.7 Lens (blk/skv)	#N/A	#N/A	-
	H-H025K		25mm f1.7 Lens	\$299.99	\$50.00	\$249.99
	H-ES50200	Tele	50-200mm f/2.8-4.0, ASPH, LEICA DC ELMARIT	\$1,899.99	\$200.00	\$1,699.99
	H-RSA100400		100-400mm f4-6.3 Lens Leica	\$1,699.99	\$100.00	\$1,599.99
	H-ES35100		35-100mm f2.8 Lens Leica	\$1,199.99	\$0.00	\$1,199.99
	H-FSA100300		100-300mm f4-5.6 Lens	\$849.99	\$300.00	\$549.99
	H-PS45175K		Lumix 45-175mm f4-5.6 Power Zoom Lens	\$549.99	\$100.00	\$449.99
	H-FS45150AK		Lumix 45-150mm f4-5.6 Lens	\$349.99	\$100.00	\$249.99
	H-X2550	Standard	25-50mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99	\$0.00	\$1,999.99
	H-ES12035		12-35mm 2.8 ASPH. POWER O.I.S.	\$1,099.99	\$100.00	\$999.99
	H-ES12060		12-60mm f2.8-4 Lens	\$1,049.99	\$150.00	\$899.99
	H-FSA14140		14-140mm f3.5-5.6 Lens	\$649.99	\$50.00	\$599.99
	H-X1025	Wide	10-25mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99	\$100.00	\$1,899.99
	H-E08018		8-18mm f/2.8-4.0 ASPH LEICA DG VARIO-ELMARIT	\$1,299.99	\$200.00	\$1,099.99
	H-F007014		7-14mm f4.0 Lens	\$899.99	\$100.00	\$799.99
	H-PS14042K		Lumix 14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$499.99	\$150.00	\$349.99
	H-PS14042S		Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$499.99	\$150.00	\$349.99

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