

LUMIX



Save BIG on S-Series!
True Hybrid Performance!!
Up to 44MP, 70FPS & 8K Open Gate on select LUMIX Full Frame Cameras
Save Up to \$750!! As LOW as \$849!!



Panasonic LUMIX			End of Summer Lumix Camera Savings!				Digital Imaging Promotions		
							Week Beginning:	08/30/26	
							Week Ending:	09/12/26	
S-Series Camera / OPEN GATE	Model	Series	S Series Camera-Full Frame	MSRP	Instant Savings		Trade-In / Trade Up		
					IR Savings	Promo Price	Trade-In / Trade Up Savings	Promo + Trade IN Final Price	
	DC-S1RM2AK9	S1RII	S1RM2 First Lumix 8K Open Gate FF Camera w/24-60mm F2.8	\$4,099.99	\$300.00	\$3,799.99	\$450 TITU	\$3,349.99	
	DC-S1RM2BODY/9		S1RM2 First Lumix 8K Open Gate FF Camera (Body)	\$3,299.99	\$300.00	\$2,999.99	\$450 TITU	\$2,549.99	
	DC-S1M2AK9	S1III	S1M2 Lumix Partially Stacked Sensor w/24-60mm F2.8	\$3,999.99	\$300.00	\$3,699.99	\$0.00	\$3,699.99	
	DC-S1M2BODY/9		S1M2 Lumix Partially Stacked Sensor (Body)	\$3,199.99	\$300.00	\$2,899.99	\$0.00	\$2,899.99	
	DC-S1M2ESBODY/9	S1IIIE	S1M2E Full Frame 24MP Sensor w/S1M2 Body (Body)	\$2,499.99	\$100.00	\$2,399.99	\$450 TITU	\$1,949.99	
	DC-S5M2XAK9	S5IIIX	S5M2X Kit Full Frame w/24-60mm F2.8	\$2,999.99	\$100.00	\$2,899.99	\$450 TITU	\$2,449.99	
	DC-S5M2XKK/9		S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,499.99	\$100.00	\$2,399.99	\$450 TITU	\$1,949.99	
	DC-S5M2XBODY/9		S5MX2 Body Full Frame Mirrorless 4k 60p Camera	\$2,199.99	\$100.00	\$2,099.99	\$450 TITU	\$1,649.99	
	DC-S5M2AK9	S5II	S5M2 Kit Full Frame w/24-60mm F2.8	\$2,799.99	\$100.00	\$2,699.99	\$450 TITU	\$2,249.99	
	DC-S5M2KK/9		S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens	\$2,299.99	\$100.00	\$2,199.99	\$450 TITU	\$1,749.99	
	DC-S5M2BODY/9		S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body)	\$1,999.99	\$100.00	\$1,899.99	\$450 TITU	\$1,449.99	
	DC-S9NA/9	S9	S9 Full Frame Camera w/18-40mm (Blue Kit)	\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99	
	DC-S9NK/9		S9 Full Frame Camera w/18-40mm (Black Kit)	\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99	
	DC-S9NG/9		S9 Full Frame Camera w/18-40mm (Green Kit)	\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99	
	DC-S9NGA/9		S9 Full Frame Camera w/18-40mm (Mint Green Kit)	\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99	
DC-S9NR/9	S9 Full Frame Camera w/18-40mm (Red Kit)		\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99		
DC-S9NP/9	S9 Full Frame Camera w/18-40mm (Pink Kit)		\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99		
DC-S9NWA9	S9 Full Frame Camera w/18-40mm (White/Silver Kit)		\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99		
DC-S9NSB9	S9 Full Frame Camera w/18-40mm (Black/Silver Kit)		\$1,799.99	\$100.00	\$1,699.99	\$350 TITU	\$1,349.99		
DC-S9BODYK/9	S9 Full Frame Camera (Body Black)		\$1,499.99	\$300.00	\$1,199.99	\$350 TITU	\$849.99		
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	\$300.00		\$2,399.99		
	DC-GH7BODY/9		GH7, Phase AF MFT Camera (Body Only)	\$2,199.99	\$300.00		\$1,799.99		
	DC-G9M2LK/9	G9II	G9M2, Phase AF MFT Camera w/12-60mm f/2.8-4	\$2,499.99	\$300.00		\$2,099.99		
	DC-G9M2BODY/9		G9M2, Phase AF MFT Camera (Body Only)	\$1,899.99	\$300.00		\$1,499.99		
	DC-GH5M2BODY	GH5II	GH5M2, Mirrorless Camera w/Livestreaming	\$1,499.99	\$300.00		\$999.99		
	DC-GH5M2LK		GH5M2, Mirrorless Camera w/Livestreaming + Leica Lens	\$2,099.99	\$300.00		\$1,599.99		
	DC-G100DKK/9	G100	Updated G100, 4K Mirrorless Camera w/12-32mm Lens	\$749.99	\$150.00		\$599.99		
DC-G100DVK/9	Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod		\$799.99	\$150.00		\$649.99			
DC-G97MK/9	G97	G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6	\$849.99	\$150.00		\$699.99			
P&S	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			\$1,499.99		
	DC-L10S		20.4MP sensor w/ Leica 24-75mm f/1.7-2.8 zoom lens (Silver)	\$1,499.99			\$1,499.99		
	DC-ZS300K		1 Inch Sensor 15X Zoom (Available May) Black	\$899.99			\$899.99		
	DC-ZS300S		1 Inch Sensor 15X Zoom (Available May) Silver	\$899.99			\$899.99		
	DC-ZS99K/9		1 2/3 Inch Sensor 30X Zoom Black	\$699.99			\$699.99		
	DC-ZS99S/9		1 2/3 Inch Sensor 30X Zoom Silver	\$699.99			\$699.99		
	DC-FZ80DK	Bridge	1 2/3 Inch Sensor 60x Zoom	\$549.99			\$549.99		

Free three year extended warranty is available on select models at Authorized U.S. Panasonic Imaging Dealers
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Panasonic LUMIX		End of Summer Lens Savings!				Digital Imaging Promotions Week Beginning: 08/30/26 Week Ending: 09/12/26	
S-Series Lenses	Model	Series	S Series Full Frame Lenses	MSRP	Instant Savings	Stand Alone IR Price	
	S-E100/J	Prime	100mm F2.8 (1:1) Macro Lens, L-Mount	\$1,099.99	\$50.00	\$1,049.99	
	S-S18		18mm F1.8 Lightweight Prime Lens, L-Mount	\$1,099.99	\$50.00	\$1,049.99	
	S-S24		24mm F1.8 Lightweight Prime Lens, L-Mount	\$999.99	\$100.00	\$899.99	
	S-S35		35mm F1.8 Lightweight Prime Lens, L-Mount	\$749.99	\$50.00	\$699.99	
	S-S40(K/S)		40mm F2 Super Compact Prime Lens, L-Mount	\$399.99		\$399.99	
	S-S50		50mm F1.8 Lightweight Prime Lens, L-Mount	\$499.99	\$50.00	\$449.99	
	S-S85		85mm F1.8 Lightweight Prime Lens, L-Mount	\$649.99	\$50.00	\$599.99	
	S-X50		50mm F1.4 Lightweight Prime Lens, L-Mount	\$2,499.99		\$2,499.99	
	S-E70200	Tele	70-200mm F2.8 Telephoto Lens, L Mount - S-PRO	\$2,499.99	\$50.00	\$2,449.99	
	S-R100500		100-500mm F5-7.1 Super Telephoto Lens, L-Mount	\$2,099.99		\$2,099.99	
	S-R28200		28-200mm F4-7.1 Compact Travel L-Mount Lens	\$999.99	\$100.00	\$899.99	
	S-R70200		70-200mm F4 Telephoto Lens, L Mount	\$1,599.99	\$150.00	\$1,449.99	
	S-R70300		70-300mm F4.5-5.6 Telephoto Lens, L Mount	\$1,199.99	\$100.00	\$1,099.99	
	S-R1840	Standard	18-40mm F4.5-5.6 Interchangeable Lens L-Mount	\$549.99	\$100.00	\$449.99	
	S-R2060		20-60 F3.5-5.6 Interchangeable Lens L-Mount	\$649.99	\$100.00	\$549.99	
	S-E2460		24-60mm F2.8 Compact Fixed Aperture Lens, L-Mount	\$1,049.99		\$1,049.99	
	S-E2470		24-70mm F2.8 Standard Fixed Aperture Lens - S-PRO	\$2,149.99	\$250.00	\$1,899.99	
	S-R24105		24-105mm F4 Fixed Aperture Lens, L-Mount	\$1,399.99	\$200.00	\$1,199.99	
	S-R1635	Wide	16-35mm F4 Fixed Aperture Wide Zoom Lens, L-Mount - S-PRO	\$1,649.99	\$500.00	\$1,149.99	
	S-R1428		14-28mm F4-5.6 Wide Internal Zoom Lens, L-Mount	\$899.99	\$100.00	\$799.99	
G-Series Lenses	Model	Series	G Series M4/3rd Lenses	MSRP	Instant Savings	Promo Price	
	H-H025K		25mm f1.7 Lens	\$299.99	\$50.00	\$249.99	
	H-HS030		30mm f2.8 Lens	\$499.99	\$50.00	\$449.99	
	H-HS043K		42.5mm f1.7 Lens	\$499.99		\$499.99	
	H-NS043		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		\$1,299.99	
	H-X015K		15mm f1.7 Aspherical Lens	\$649.99		\$649.99	
	H-X09		9mm f/1.7 ASPH, LEICA LENS	\$549.99	\$50.00	\$499.99	
	H-XA025		25mm f/1.4 LEICA SUMMILUX II	\$849.99	\$50.00	\$799.99	
	H-ES35100	Tele	35-100mm f2.8 Fixed Aperture, LEICA Lens	\$1,199.99		\$1,199.99	
	H-ES50200		50-200mm f/2.8-4.0, ASPH, LEICA DC ELMARIT	\$1,899.99	\$200.00	\$1,699.99	
	H-FS45150AK		45-150mm f4-5.6 Lens	\$349.99	\$50.00	\$299.99	
	H-FSA100300		100-300mm f4-5.6 Lens	\$849.99	\$150.00	\$699.99	
	H-PS45175K		45-175mm f4-5.6 Power Zoom Lens (blk)	\$549.99	\$50.00	\$499.99	
	H-RSA100400		100-400mm f4-6.3 LEICA Lens	\$1,699.99	\$50.00	\$1,649.99	
	H-ES12035	Standard	12-35mm f2.8 Fixed Aperture, LEICA LENS	\$1,099.99	\$50.00	\$1,049.99	
	H-ES12060		12-60mm f2.8-4 Lens, LEICA LENS	\$1,099.00	\$50.00	\$1,049.00	
	H-X2550		25-50mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99		\$1,999.99	
	H-E08018	Wide	8-18mm f/2.8-4.0 ASPH LEICA DG VARIO-ELMARIT	\$1,299.99	\$150.00	\$1,149.99	
	H-F007014		7-14mm f4.0 Lens	\$899.99	\$50.00	\$849.99	
	H-FSA14140		14-140mm f3.5-5.6 Lens	\$649.99	\$50.00	\$599.99	
	H-PS14042K		14-42mm f3.5-5.6 Power Zoom Lens (blk)	\$499.99	\$100.00	\$399.99	
	H-PS14042S		14-42mm f3.5-5.6 Power Zoom Lens (slv)	\$499.99	\$100.00	\$399.99	
	H-X1025		10-25mm f/1.7 LEICA DG VARIO-SUMMILUX	\$1,999.99		\$1,999.99	

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