# LUMIX



**S9N Kits**
Compact Full Frame
6K Open Gate
**FREE S50 + $100IR**
**($600 Value)**



**S1RII Series**
Pro Level Full Frame
S1RM2/S1M2/S1M2ES
Body or 24-60 Kits
**Save Up to $300**



**S5II Series**
High Performance/Savings
S5M2X/S5M2 KIts
20-60mm or 24-60 Kits
**Free S85 + $100IR**
**($750 Value)**



**Panasonic LUMIX**

## Fantastic Fall Camera Deals

**Digital Imaging Promotions**
**Beginning:** 11/01/26
**Ending:** 11/18/26

| | Model | Series | S Series Camera-Full Frame | MSRP | Instant Savings | Free Lens Bundle (if applicable) | Promo Price |
|---|---|---|---|---|---|---|---|
| S-Series Camera | 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 | $400.00 | | $2,099.99 |
| | DC-S5M2XAK9 | S5IIX | S5M2X Kit Full Frame w/24-60mm f2.8 | $2,999.99 | $100.00 | **Free S-S85** | $2,899.99 |
| | DC-S5M2XKK/9 | | S5M2X Kit Full Frame Mirrorless Camera w/20-60mm Lens | $2,499.99 | $100.00 | **Free S-S85** | $2,399.99 |
| | DC-S5M2XBODY/9 | | S5MX2 Body Full Frame Mirrorless 4k 60p Camera | $2,199.99 | $400.00 | | $1,799.99 |
| | DC-S5M2AK9 | S5II | S5M2 Kit Full Frame w/24-60mm f2.8 | $2,799.99 | $100.00 | **Free S-S85** | $2,699.99 |
| | DC-S5M2KK/9 | | S5M2 Kit Full Frame Mirrorless Camera w/20-60mm Lens | $2,299.99 | $100.00 | **Free S-S85** | $2,199.99 |
| | DC-S5M2BODY/9 | | S5M2 Body Full Frame Mirrorless 4k 60p Camera (Body) | $1,999.99 | $400.00 | | $1,599.99 |
| | DC-S9NA/9 | S9 | S9 Full Frame Camera w/18-40mm **(Blue Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NK/9 | | S9 Full Frame Camera w/18-40mm **(Black Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NG/9 | | S9 Full Frame Camera w/18-40mm **(Green Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NGA/9 | | S9 Full Frame Camera w/18-40mm **(Mint Green Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NR/9 | | S9 Full Frame Camera w/18-40mm **(Red Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NP/9 | | S9 Full Frame Camera w/18-40mm **(Pink Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NWA9 | | S9 Full Frame Camera w/18-40mm **(Whitw/Silver Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |
| | DC-S9NSB9 | | S9 Full Frame Camera w/18-40mm **(Black/Silver Kit)** | $1,799.99 | $100.00 | **Free S-S50** | $1,699.99 |

| | Model | Series | G Series Camera M4/3rd | MSRP | Instant Savings | Promo Price |
|---|---|---|---|---|---|---|
| G-Series Camera | 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 | $100.00 | $599.99 |
| | DC-G100DVK/9 | | Updated G100, 4K Mirrorless Camera w/12-32mm Lens, Tripod | $799.99 | $100.00 | $649.99 |
| | DC-G97MK/9 | G97 | G97, 4K Mirrorless Camera w/12-60mm f/3.5-5.6 | $849.99 | $150.00 | $699.99 |

| | Model | Series | P&S Cameras | MSRP | Instant Savings | Promo Price |
|---|---|---|---|---|---|---|
| P&S | DC-L10K | Compact | 20.4MP sensor w/ Leica 24-75mm f/1.7-2.8 zoom (Black) | $1,499.99 | $0.00 | $1,499.99 |
| | DC-L10S | | 20.4MP sensor w/ Leica 24-75mm f/1.7-2.8 zoom (Silver) | $1,499.99 | $0.00 | $1,499.99 |
| | DC-ZS300K | | 1 Inch Sensor 15X Zoom Black | $899.99 | $100.00 | $799.99 |
| | DC-ZS300S | | 1 Inch Sensor 15X Zoom Silver | $899.99 | $100.00 | $799.99 |
| | 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 | $50.00 | $499.99 |

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

**Panasonic LUMIX** | **Fantastic Lens Deals** | **Digital Imaging Promotions**
**Week Beginning: 11/01/26**
**Week Ending: 11/18/26**

| | Model | Series | S Series Full Frame Lenses | MSRP | Instant Savings | Stand Alone IR Price/Not to be combined with Free Lens |
|---|---|---|---|---|---|---|
| S-Series Lenses | S-E100/J | Prime | LUMIX S 100mm f/2.8 | $1,099.99 | $50.00 | $1,049.99 |
| | S-S85 | | 85mm F1.8 L-**Free with S5M2/XKK/AK** | $649.99 | $100.00 | $549.99 |
| | S-X50 | | 50mm F1.4 L-Mount Interchangeable Lens | $2,499.99 | $100.00 | $2,399.99 |
| | S-S50 | | 50mm F1.8 **Free with any color of S9N Kits only** | $499.99 | $100.00 | $399.99 |
| | 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-S20 (K/S) | | New 20mm L-Mount F2.5 | $499.99 | $0.00 | $499.99 |
| | S-S18 | | 18mm F1.8 L-Mount Interchangeable Lens | $1,099.99 | $50.00 | $1,049.99 |
| | S-R100500 | 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 | $50.00 | $1,149.99 |
| | S-E70200 | | S Pro 70-200mm F2.8 Telephoto Lens, Full-Frame L Mount | $2,499.99 | $100.00 | $2,399.99 |
| | S-R70200 | | 70-200mm F4 Telephoto Lens, Full-frame L Mount | $1,599.99 | $100.00 | $1,499.99 |
| | S-R28200 | | 28-200mm F4-7.1 L-Mount Interchangeable Lens | $999.99 | $100.00 | $899.99 |
| | 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-R1840 | | 18-40mm L-Mount Interchangebale Lens | $549.99 | $0.00 | $549.99 |
| | S-R2060 | | 20-60 L-Mount Interchangeable Lens | $649.99 | $50.00 | $599.99 |
| | S-R24105 | | 24-105mm F4 L-Mount Interchangeable Lens | $1,399.99 | $150.00 | $1,249.99 |
| | S-R1635 | Wide | 16-35mm F4 Wide Zoom L-Mount Interchangeable Lens | $1,649.99 | $100.00 | $1,549.99 |
| | S-R1428 | | 14-28mm F4-5.6 L-Mount Interchangeable Lens | $899.99 | $100.00 | $799.99 |

| | Model | Series | G Series M4/3rd Lenses | MSRP | Instant Savings | Promo Price |
|---|---|---|---|---|---|---|
| G-Series Lenses | H-NS043 | Prime | 42.5mm, f/1.2 LEICA NOCTICRON | $1,999.99 | $100.00 | $1,899.99 |
| | H-HS043K | | 42.5 F1.7 | $499.99 | $50.00 | $449.99 |
| | H-XA025 | | 25mm f/1.4 LEICA SUMMILUX II | $849.99 | $100.00 | $749.99 |
| | H-X015K | | 15mm f1.7 Aspherical Lens | $649.99 | $0.00 | $649.99 |
| | H-X09 | | 9mm f/1.7 ASPH | $549.99 | $0.00 | $549.99 |
| | H-HS030 | | 30mm f2.8 Lens | $499.99 | $50.00 | $449.99 |
| | 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 | $100.00 | $1,799.99 |
| | H-RSA100400 | | 100-400mm f4-6.3 Lens Leica | $1,699.99 | $50.00 | $1,649.99 |
| | H-ES35100 | | 35-100mm f2.8 Lens Leica | $1,199.99 | $50.00 | $1,149.99 |
| | H-FSA100300 | | 100-300mm f4-5.6 Lens | $849.99 | $100.00 | $749.99 |
| | H-PS45175K | | Lumix 45-175mm f4-5.6 Power Zoom Lens | $549.99 | $50.00 | $499.99 |
| | H-FS45150AK | | Lumix 45-150mm f4-5.6 Lens | $349.99 | $100.00 | $249.99 |
| | H-ES12035 | Standard | 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 | $100.00 | $949.99 |
| | 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 | $0.00 | $1,999.99 |
| | H-E08018 | | 8-18mm f/2.8-4.0 ASPH LEICA DG VARIO-ELMARIT | $1,299.99 | $100.00 | $1,199.99 |
| | 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 | $50.00 | $449.99 |
| | H-PS14042S | | Lumix 14-42mm f3.5-5.6 Power Zoom Lens (slv) | $499.99 | $50.00 | $449.99 |

| | Model | Series | Camcorder | MSRP | Instant Savings | Promo Price |
|---|---|---|---|---|---|---|
| DVC | HC-VX3KJ | Consumer | 4K Handheld Camcorder | $999.99 | $0.00 | $999.99 |
| | HC-V900KJ | | 2K Handheld Camcorer | $849.99 | $0.00 | $849.99 |

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