

**Panasonic | LUMIX**

**May 27- July 27, 2019**

**LUMIX S-SERIES**

Get your hands on a new S-Series

**TRADE-IN  
TRADE  
IT UP!**

**FREE** Filmmaker Upgrade with Lumix S1 purchase a **\$200 Value**

**PLUS \$400 TRADE-IN BONUS**

For a limited time, trade-in any working Interchangeable Lens Digital Camera OR Video Camera with XLR audio\* to an authorized in-store or online retailer and receive an extra \$400 trade-in bonus towards a S1 or S1R full-frame camera.



**STEP 1: TRADE-IN**

Appraise the value of your current camera equipment by a qualified in-store or online retailer.

**STEP 2: TRADE-UP**

Get the value of your trade-in plus save an additional \$400 on the S-Series.

**STEP 3: GET CREATIVE**

Enjoy your new S-Series! Want to showcase your talent? Use the hashtag **#WhereLumixGoes**

Model	Selling Price	TRADE-IN BONUS	Final Price After Trade-In
<p><b>S1R Camera Body with 47.3MP Full-Frame Sensor</b>                      6-stop, 5-axis Dual I.S., 5,760k OLED LVF, 3.2" 2,100K-dot RGBW LCD monitor with triaxial tilt, 8 direction joystick, XQD &amp; SD double card slot, rugged 400K shutter life, 4K 60p 4:2:0 8-bit video output, 6K/4K/HLG Photo modes, 187MP hi res mode, ISO100-25600, dust/splash/freeze-resistant. Utilizes L-mount lens system. Model DC-S1RBODY</p>	\$3,699 <sup>99</sup>	\$400.00	\$3,299 <sup>99</sup>
<p><b>S1R Camera Body with LUMIX 24-105mm F4.0 macro zoom lens</b>                      Model DC-S1RMK</p>	\$4,599 <sup>99</sup>	\$400.00	\$4,199 <sup>99</sup>
<p><b>S1 Camera Body with 24.2MP Full-Frame Sensor</b>                      6-stop, 5-axis Dual I.S., 5,760k OLED LVF, 3.2" 2,100K-dot RGBW LCD monitor with triaxial tilt, 8 direction joystick, XQD &amp; SD double card slot, rugged 400K shutter life, 4K 60p/50p 4:2:2 10-bit (optional) video output, 6K/4K/HLG Photo modes, 96MP hi res mode, ISO 100-51200, dust/splash/freeze-resistant. Utilizes L-mount lens system. Model DC-S1BODY <b>+ FREE VLOG FILMMAKER UPGRADE</b></p>	\$2,499 <sup>99</sup>	\$400.00	\$2,099 <sup>99</sup>
<p><b>S1 Camera Body with LUMIX 24-105mm F4.0 macro zoom lens</b>                      Model DC-S1MK <b>+ FREE VLOG FILMMAKER UPGRADE</b></p>	\$3,399 <sup>99</sup>	\$400.00	\$2,999 <sup>99</sup>