Website Design Package

Product: Panasonic DMC-TZ3 Digital Camera

Designer: Robert Robichaud

Panasonic®

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The new Panasonic DMC-TZ3 digital camera has a versatile 28mm wide angle lens with 10x optical zoom, optical image stabilization, intelligent ISO. This makes the DMC-TZ3 the perfect camera for travelers, beginners or experts alike.

Using Panasonic's corporate color scheme consisting of blue, grey and white, the product site will stand on its own while ensuring there is a link to their corporate identity.

The site will focus on these features, as well as the camera's controls, specifications, accessories, and include a video to demonstrate the features in real world situations and ease of use. The key will be simplicity in design and navigation, while being complex behind the scenes. This plays on the theme of being easy to use while quite complex in its functionality. Just like the camera itself.

While the site should appeal to just about anybody, the focus is for teens and adults interested in preserving and sharing memories. It is also important to note that the most photo active users are generally women and families with young children. The site will be geared towards these users in order to gain their interest in the product.

The site will be designed to fit screens 1024x768. Using that as our base size will ensure that nearly everyone visiting the site will be able to avoid any scrolling.

Five sections will be implemented: Features, Controls, Specifications, Accessories, and a Demo Video section.

Features:
Highlight a few of the more interesting features of the DMC-TZ3 digital camera. These include the 28mm wide-angle shots which enable users to capture larger groups of people indoors, large tourist attractions, or sweeping landscapes.

Demonstrate the power of the 10x optical lens which lets you get right up close no matter how far you are.

Explain the benefits of the MEGA O.I.S. (optical image stabilizer) which helps compensate for slight hand shake movement and dimly lit situations.

Illustrate the benefits of the I.ISO (intelligent ISO) system which detects subject motion and automatically raises the ISO setting and increases the shutter speed to prevent motion blur.

Controls:
Point out the many control and where they are located. This helps the user become familiar with the camera while associating technical terms with what they relate to.

Specifications:
For the intermediate to expert users, this is usually one of the first areas they look for. Information is presented with any fancy flair, here the facts speak for themselves.

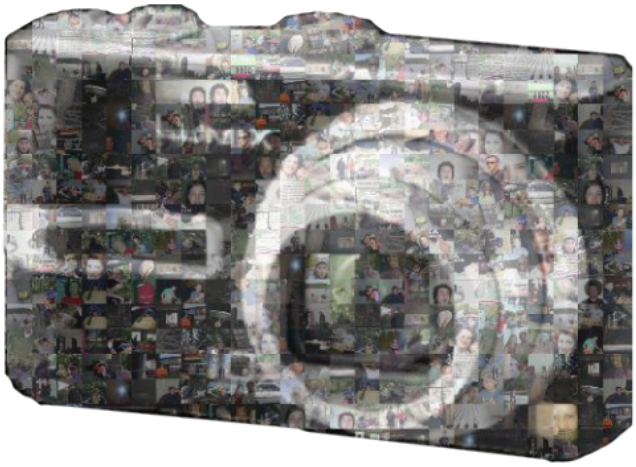
Accessories:
This section will highlight a few of the more popular accessories available for the DMC-TZ3, and remind users that items such as a case or extra battery are always a good idea.

Demo Video:
Nothing speaks louder than a video that demonstrates real world use of the advanced features. A large percentage of the population is intimidated by technologies and the technical labels they use. The video will demonstate these features, when a user would benefit from them, and how utterly simple they are to use.

The color scheme used will consist of white as the primary color, with blue and grey as secondary colors. These tie into Panasonic's corporate color scheme, enforcing that this is a Panasonic product. The site retains a minimalist feel ensuring the focus is on what is being presented. Simple navigation and sub-navigation along the bottom of the content allow the users to browse sections and see where they are at-a-glance. This is done by creating navigation icons with 'selected' states.

The site technology will consist entirely of FLASH, ActionScript 3.0, and will include streaming video (flv). All artwork will be prepared with Adobe Illustrator and Adobe PhotoShop. Fonts will be embedded to ensure each user no matter what platform they are using are seeing the site as it is intended. A Flash version checker will also be implemented to ensure that the users have the required version of the Flash player so that they are taking advantage of all the features implemented (with a prompt to update if the version is not compatible with what is required).

Panasonic
ideas for life



Lumix DMC-TZ3

Panasonic
ideas for life

insert colorful image for header bg

FEATURES CONTROLS SPECS ACCESSORIES DEMO VIDEO

DMC-TZ3K/S/A
Lumix® Digital Still Camera

Feature highlights

- MEGA O.I.S. (Optical Image Stabilizer)
- Intelligent ISO Control
- 28mm Wide angle lens with 10x optical zoom (35mm equivalent: 28-280mm)
- Oversized 7.2 megapixel CCD
- Full 28mm wide angle with multiple aspect ratios
- Leica DC VARIO-ELMAR Lens
- Venus Engine III Processor
- 3.0" High-resolution (230,000 pixels) LCD display
- Dual image playback
- Stainless steel body
- ArcSoft software package included

Standard features

- Shooting functions (Mode dial)
- Scene modes (Various)
- Motion image recording with audio
- High angle and power LCD function
- ISO sensitivity settings (Auto/100/200/400/800/1250)
- Multiple aspect ratios: 4:3 / 3:2 / 16:9
- High-speed auto focus
- Continuous burst shooting mode
- DMC-TZ3K (black)
- DMC-TZ3S (silver)
- DMC-TZ3A (blue)

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I.ISO - Intelligent ISO

Normal Picture Mode
Moving Subject

I.ISO ON
Moving Subject

I.ISO ON
Still Subject

When the Intelligent ISO Control (I.I.C.) in LUMIX cameras detects subject motion, it automatically raises the ISO setting and increases the shutter speed to prevent motion blur. On the other hand, when the subject is still and no movement is detected, it lets you take beautifully natural photos with a low ISO setting. Intelligent ISO Control gives you stunning images with ease because there is no need for complicated settings.

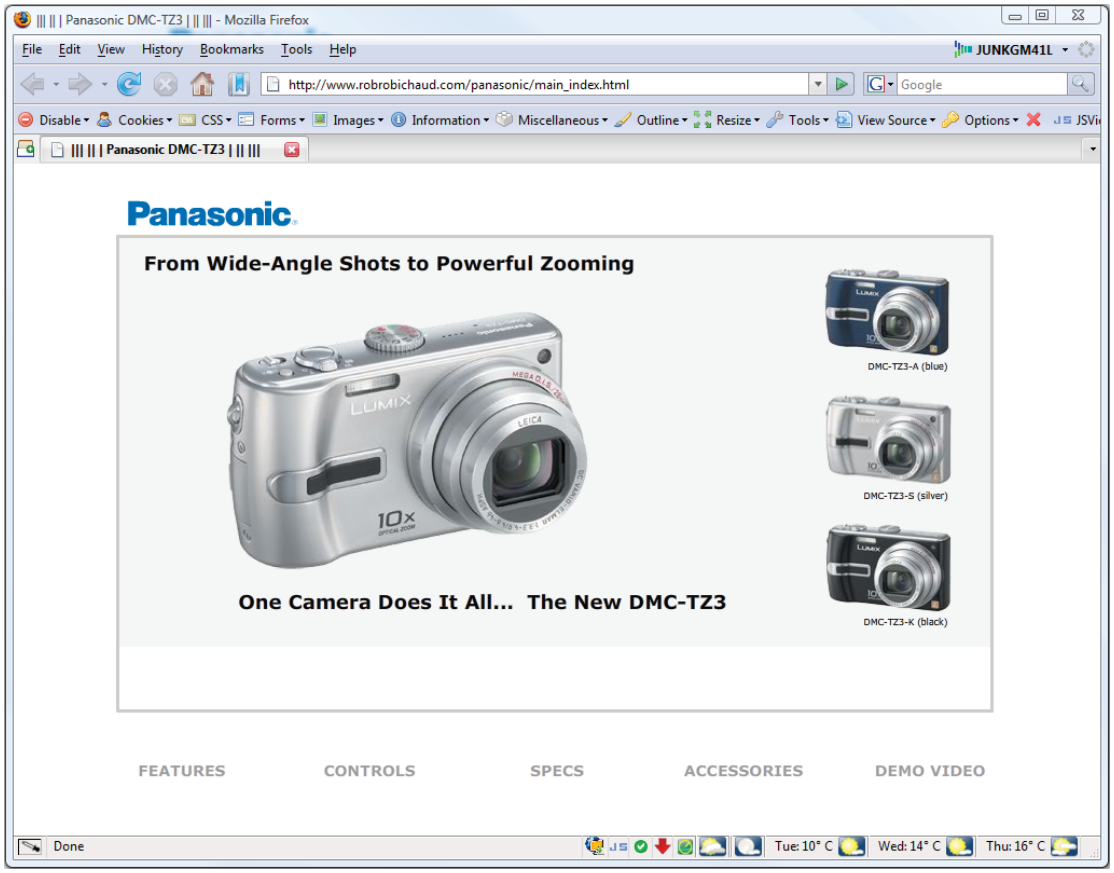
28mm | 10x Optical | MEGA O.I.S. | I.ISO

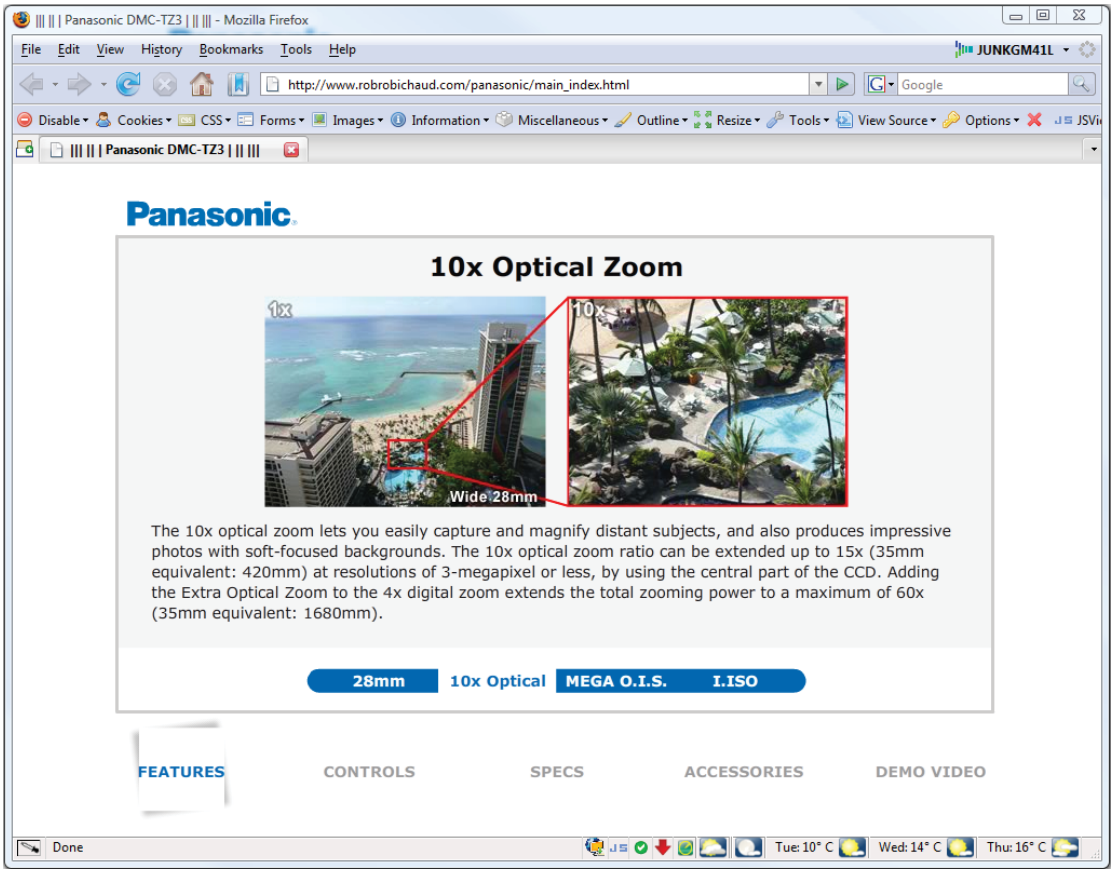
FEATURES | CONTROLS | SPECS | ACCESSORIES | DEMO VIDEO

Panasonic

Front | Top | Back

FEATURES | CONTROLS | SPECS | ACCESSORIES | DEMO VIDEO


Panasonic DMC-TZ3 - Mozilla Firefox
http://www.robrobichaud.com/panasonic/main_index.html
Panasonic
From Wide-Angle Shots to Powerful Zooming
DMC-TZ3-A (blue)
DMC-TZ3-S (silver)
DMC-TZ3-K (black)
One Camera Does It All... The New DMC-TZ3
FEATURES
CONTROLS
SPECS
ACCESSORIES
DEMO VIDEO


Panasonic DMC-TZ3 - Mozilla Firefox
http://www.robrobichaud.com/panasonic/main_index.html
Panasonic
10x Optical Zoom
1x
10x
Wide 28mm
The 10x optical zoom lets you easily capture and magnify distant subjects, and also produces impressive photos with soft-focused backgrounds. The 10x optical zoom ratio can be extended up to 15x (35mm equivalent: 420mm) at resolutions of 3-megapixel or less, by using the central part of the CCD. Adding the Extra Optical Zoom to the 4x digital zoom extends the total zooming power to a maximum of 60x (35mm equivalent: 1680mm).
28mm
10x Optical
MEGA O.I.S.
I.ISO
FEATURES
CONTROLS
SPECS
ACCESSORIES
DEMO VIDEO