

## Panasonic's Biggest Snapshot

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**If you took a photo of rush hour in London Waterloo station, you'd have another camera staring back at you.**

In a super-sized promo for Panasonic's new Lumix DMX-ZX1, *a camera was built to proportion around a 103" plasma screen* (Panasonic TH-103PF10) that doubles for the camera's view finder.

The 3.6 metre high and 2 metre wide fibre glass camera weighs 160kg and was built by a team of 6 artists over a 5 weeks.

The 8xLife campaign has seen giant sculptures appear in high profile locations in cities across the UK including a postbox, traffic cone, park bench, crumpled coffee cup and pigeon.

The oversized Lumix spent 3 days at Waterloo before embarking on a tour of London train stations ending up next week at London Liverpool Street.

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