

# £75 CASHBACK!

Claim from Olympus UK on all E-PL1 purchases from authorised Olympus UK stockists. Offer valid from 1st July to 31st August 2010. See over for further details.

Shooting great pictures has never been so easy.



## OLYMPUS PEN

New Generation System Cameras



E-PL1 | Built-in flash | New Live Guide | Creative Art Filters | HD Movies | SLR image quality | Interchangeable lenses | Choice of 4 colours

# OLYMPUS

Go to [www.olympus.co.uk/pen](http://www.olympus.co.uk/pen) for details and examples of the still images and HD Movie quality possible with a PEN.

# OLYMPUS E-PL1

## Dust reduction system

Ensures spot-free images. Every time you turn on the camera, the patented Supersonic Wave Filter silently vibrates at lightning speed to clear any dust from the sensor so that it cannot interfere with the picture imaging.

## Compact size, interchangeable lenses

We've packed a huge amount of technology into such a small camera. The stylish design is far more compact than a traditional DSLR, but it still provides the option of interchangeable lenses, offering the ability to capture great images wherever you go.

## Accessory port

Add additional accessories such as the SEMA-1 microphone adapter, or the fantastic VF-2 electronic viewfinder which rotates up 90 degrees to enable the shooting of subjects from challenging angles.

## 12.3 megapixel power

The powerful 12.3 megapixel Live-MOS sensor packs a mighty high-quality imaging punch for such a compact camera, allowing you to capture more detail than ever before.

## Built-in flash

Use the pop-up flash to easily illuminate low-light subjects. Plus, wireless flash control for additional external flashguns.

## In-camera Image Stabilisation

Say goodbye to blurry images. In both still and movie modes, the system automatically compensates for camera shake in low-light situations or when using a long lens.

## Command dial

Quick and easy access to your favourite shooting modes. Intelligent auto, aperture priority, shutter priority, or take complete control in full manual.

## Direct Movie button

Switches you from still to movie mode with the press of a button. Capture 720p HD movies at flicker-free 30 frames per second with high-quality sound.



## Unique 'Live Guide' control

Seeing the results before you shoot can change the way you take a picture. Want a brighter or darker subject, or a sharper or softer background? Or maybe you want to capture the fast-movement of your subject with a little artistic blur, or perhaps freeze the action? Simply set the camera to iAuto, press OK to engage Live Guide, then press the up and down arrows on the back of the E-PL1 to easily slide through numerous photographic effects. Make adjustments and watch the LCD as the effects are made live - before the image is captured!



## In-camera Art Filters

Explore your artistic side while taking both still shots or HD video. The Art Filters can be applied as you shoot, no additional software required.

**Pop Art:** Enhances colours, making them stronger and more vivid.

**Soft Focus:** Creates a soft tone which gives pictures an ethereal, otherworldly atmosphere.

**Grainy Film:** Recreates grainy, high-contrast monochrome images.

**Pin Hole:** Reduces the peripheral brightness like an image seen through a pinhole.

**Diorama:** Enhances depth of field to give the image an unreal touch and model-like structure.


**Gentle Sepia:** Gives the image a muted, soft tone but preserves its dark edge.

**SMALL : BEAUTIFUL : FUN : CREATIVE**

# How to claim your £75 Cashback.

- 1** Purchase an Olympus E-PL1 from an authorised UK stockist between 1st July and 31st August 2010 and you can claim £75 Cashback. (Offer applies to any E-PL1 body and lens kit or body only).
- 2** Cut out and complete all the details on the claim form below.
- 3** Clearly highlight your Olympus PEN purchase on your original purchase receipt and send with your completed claim form. Your receipt will be returned with your Cashback cheque.  
If you bought your Olympus PEN online, please print out your order confirmation, highlight the Olympus PEN purchase and send together with the completed claim form.
- 4** Complete the 'For your records' section to keep a record of your claim.
- 5** Post your claim form and receipt to: Olympus PEN, PO Box 1664, Hertfordshire EN5 4AE.
- 6** Upon receipt and validation of your claim, a Cashback will be sent to you in the form of a cheque made payable to the named individual on the claim form within 30 days.

<b>For your records</b>	<b>Date:</b>	<b>Serial Number:</b>
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Please cut off and retain information and a copy of the terms and conditions 

## Please complete this form in BLOCK CAPITALS

### PERSONAL DETAILS

<b>Name</b>	
<b>Address</b>	
	<b>Postcode</b>
<b>Email Address</b>	
<b>Name cheque to be made payable to if different from above</b>	

### PURCHASE DETAILS

<b>Date shown on receipt</b>			
<b>Retailer Name</b>			
<b>Town or Location</b>			
<b>Store Postcode (refer to receipt)</b>			
<b>Serial Number</b>		<b>Serial Number can be found on the box or underside of camera</b>	<b>Please tick colour of camera purchased</b>
			<input type="checkbox"/> Red <input type="checkbox"/> White <input type="checkbox"/> Silver <input type="checkbox"/> Black

If you do not wish to be contacted by Olympus about its products and services in future please tick box

If you do wish to be contacted by email by Olympus please tick box

## Terms and Conditions

1. The promotion instructions form part of the terms and conditions.
2. Offer starts 01/07/10. Offer ends 31/08/10.
3. Claims must be received by 30/09/10.
4. Qualifying purchases must be made between 01/07/10 and 31/08/10.
5. Purchases must be made in a single transaction for every £75 Cashback claim. Claims restricted to 2 per household.
6. Olympus will not process claims for secondhand purchases of promotional products.
7. Originals of store receipt will be accepted as proof of purchase and will be returned with the Cashback cheque. Receipts must only be submitted once and cannot be re-used for subsequent claims.
8. Wholesalers, employees of Olympus, its associate companies, agents and their families are not eligible.
9. Promotion applicable to UK only. Participants must be aged 18 or over.
10. We reserve the right to refuse claims made where VAT and/or duty have not been paid. The purchase must be from a UK based retailer that has bought stock through Olympus UK or one of their authorised distributors. If in doubt, please check before purchasing. (This restriction excludes the Channel Islands).
11. This promotion cannot be redeemed in conjunction with any other promotion whatsoever.
12. All claims must be made using the official Cashback claim form.
13. A Cashback will be issued in the form of a cheque made payable to the name specified on the claim form.
14. The Cashback will be sent within 30 days of receipt of claim.
15. Olympus reserve the right to refuse mal-redemptions and mis-redemptions. Photocopies and damaged, illegible or incomplete claims and receipts are invalid.
16. Proof of posting will not be accepted as proof of receipt. Olympus accepts no responsibility for claims lost, delayed or damaged in the post.
17. Olympus shall not be liable for any failure to fulfil this offer where such failure is caused by any supervening circumstances amounting to force majeure being an event(s) which, without the fault of either party, render performance impossible or incapable of satisfactory execution.
18. Cashback claimants will be deemed to have read and accepted these terms and conditions.
19. All correspondence in connection with this promotion should be directed to: Olympus PEN, PO Box 1664, Barnet, Hertfordshire EN5 4AE.  
Promoter: Olympus KeyMed, KeyMed House, Stock Road, Southend-on-Sea, Essex SS2 5QH. Please do not send claims to this address.

If you have any queries with regard this promotion please send an email to: [olympus@platform-marketing.com](mailto:olympus@platform-marketing.com)

## NEW Live Guide The intuitive photographic featuring easy to understand terms.

### Colour

Vividness



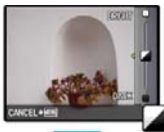
### Colour

Balance



### Image

Brightness



### Depth

of Field



### Subject

in Motion



Easily brighten images



Professional Image adjustment with Live View preview by simply moving the slider control.

# OLYMPUS