

PRESS INFORMATION

Digital camera Olympus PEN E-PL9 and wireless dictation device DS-9500 receive distinction in the Red Dot Design Awards 2019

Olympus honoured with two Red Dot Awards for Product Design 2019

London, 09. July 2019 – Olympus has received two Red Dot Awards 2019: Both the compact and lightweight digital camera Olympus PEN E-PL9 and the professional mobile dictation device DS-9500 have been rewarded for their design. The Red Dot Award is one of the most prestigious awards for product design across the world. The Red Dot Design Awards were celebrated yesterday night during an official award ceremony in Essen, Germany.

Red Dot Award 2019 winner: Olympus PEN E-PL9

To create cameras not only featuring great image quality, ease of use and smartphone connectivity but also beautiful design is the driving force for Olympus' R&D and design teams in Tokyo for the development of the Olympus PEN series. The latest PEN model E-PL9 has now been distinguished with the Red Dot Award.

With the Red Dot distinction, the E-PL9 ranges among its fellow PEN cameras PEN-F and E-PL7, which have received the prestigious award earlier.

Red Dot Award 2019 winner: Olympus DS-9500

The professional DS-9500 digital dictation recorder provides simple wireless (Wi-Fi) transfer via E-mail and an advanced two-microphone system for noisy environments. These features are allowing for an effective workflow from speech to text as well as more flexibility and freedom in everyday work. The Red Dot Award jury states: "The portable DS-9500 dictation device presents well thought-through functionality and innovative Wi-Fi connectivity in order to provide effective workflow support."

The Red Dot Design Award is not the only prestigious award that the DS-9500 has won recently. It was furthermore honoured with a "Great Product" label by the Danish hardware test platform Tweak and received a test score of 9,5 out of 10 points.¹

Every Olympus camera and lens comes with a free six-month warranty extension² when registered via the MyOlympus platform at

<https://my.olympus.eu>.



reddot award 2019
winner



Olympus PEN E-PL9

- > Advanced Photo (AP) mode for easy use of creative photo modes
- > Graphical touch screen to access art filters, AP and Scene (SCN) modes
- > Combined Bluetooth and Wi-Fi connectivity for fast and easy image transfer to smartphones
- > Built-in flash to capture images in low light situations with minimal blurring
- > 4K 30P video with options to extract still images
- > 121 AF points with group focus for auto situation detection and mode selection
- > Comfortable grip and mode dials with refined high grade finish to metal and leather
- > TruePic VIII processor delivering low light sensitivity and a wider dynamic range for improved overall image quality in a wider range of lighting conditions
- > Access to free range of "How To" video guides via the Olympus OI.Share app

Product specifications are subject to change without notice. Please check the Olympus website at www.olympus-europa.com for the latest specifications.

¹ <https://tweakreviews.com/speaker/olympus-ds-9500-digital-voice-recorder-review>

² Six months on top of the statutory warranty in the country of purchase.

About the Red Dot Design Awards

The Red Dot Award Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto "In search of good design and innovation", their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

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About Olympus

Olympus Europa is the headquarters for the EMEA region (Europe, Middle East and Africa) of the Olympus Corporation, Tokyo, Japan. As a worldwide leading manufacturer of optical and digital precision technology, Olympus has been providing innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions for 100 years. The company's award-winning products are instrumental in detecting, preventing and healing illness, driving scientific research and documenting life with artistic freedom. In the hands of its customers, Olympus' high-tech products help to make people's lives healthier, safer and more fulfilling – today and in the future.

For more information: www.olympus-europa.com



reddot award 2019
winner



Olympus DS-9500

- > Intelligent two-microphone system with noise reduction
- > Wireless dictation transfer via E-Mail
- > Slide switch for simple, intuitive operation
- > 2.4" colour display for a clear visualisation
- > Integrated memory, SD card slot
- > Rugged casing: Drop tested from 1.5 m
- > Docking station for fast charging and easy data transfer
- > Data loss prevention, PIN code, 256-bit encryption
- > Resistant to alcohol-containing sterile wipes