

PRESS INFORMATION

Limited 2,000 units available worldwide in commemoration of Olympus 100th Anniversary

Olympus announces silver edition of their revolutionary OM-D E-M1 Mark II camera

London, 24. January 2019 – In commemoration of Olympus 100th Anniversary in 2019, the company will launch a special silver edition of their Olympus OM-D E-M1 Mark II camera to go on sale in late February 2019 for the same RRP¹ as the black body: £1499.99.

The silver version will be released in a limited edition of only 2,000 units worldwide and feature the same functionalities as the black E-M1 Mark II.

In the camera business, Olympus' philosophy has always been to focus on the personal mobility of their customers with products that feature a compact and lightweight design.

In 2019, Olympus not only celebrates its 100th company anniversary, but also the 10th birthday of their first digital camera model with a Micro Four Thirds sensor (Olympus PEN E-P1) – a format that still provides the best basis to offer the most compact and lightweight camera system with image quality that satisfies professional photographers.

To commemorate these special anniversaries, Olympus will release a special silver edition of their revolutionary OM-D E-M1 Mark II camera with a limited run of only 2,000 units worldwide.

Olympus' President Hiroyuki Sasa comments: *"We are sincerely grateful to all customers and other stakeholders who have supported Olympus since its founding 100 years ago. Being true to Our Purpose of "Making people's lives healthier, safer, and more fulfilling", we shall continue to contribute to photographic culture and deliver the joy of capturing and expressing special moments to photography lovers worldwide."*

OM-D E-M1 Mark II Limited Silver Edition: The same revolutionary camera but boasting a classic, quality camera look

The OM-D E-M1 Mark II is a dependable camera that meets professional needs and is capable of shooting in various environments – delivering high-class image quality combined with high-speed performance in a compact but rugged body. While the original black body embraces functional beauty, the new silver body features a classic, quality camera look.



OM-D E-M1 Mark II Limited Silver Edition

- > Revolutionary OM-D E-M1 Mark II featuring a silver body for a classic, quality camera look
- > Limited Edition of 2,000 units worldwide to commemorate Olympus 100th Anniversary as well as the 10th birthday of their first MFT camera
- > Unrivaled compact and lightweight system design with dust-, splash- and freezeproof (-10°C) performance
- > Built-in 5-axis image stabilization with up to 6.5 shutter speed steps of compensation performance²
- > High-speed sequential shooting for capturing split-second moments, and 18 fps sequential shooting performance in AF/AE tracking
- > Excellent image quality through the interplay of a high-speed TruePic VIII image processor, a 20.4 Megapixel Live MOS sensor and Olympus' acclaimed line-up of high-resolution M.Zuiko lenses
- > Dimensions: W 134.1 mm x H 90.9 mm x D 68.9 mm
- > Weight: approx. 498 g (body only), 574 g (with battery and SD card)
- > Available from late February 2019 at RRP¹ of £1499.99 (body only)

Main Features

Please see original E-M1 Mark II press release and the Olympus website at www.olympus.co.uk for detailed functionalities.

- 1) Unrivalled compact and lightweight system design with dust-, splash- and freezeproof (-10°C) performance
- 2) Built-in 5-axis image stabilization with up to 6.5 shutter speed steps of compensation performance²
- 3) High-speed sequential shooting for capturing split-second moments, and 18 fps sequential shooting performance in AF/AE tracking
- 4) Excellent image quality through the interplay of a high-speed TruePic VIII image processor, a 20.4 Megapixel Live MOS sensor and Olympus' acclaimed line-up of high-resolution M.Zuiko lenses

Availability & pricing

The OM-D E-M1 Mark II will go on sale with a limited run of only 2,000 units worldwide from late February 2019 at an RRP¹ of £1499.99.

Like every Olympus camera and lens, the E-M1 Mark II Silver Edition comes with a free six-month warranty extension³ when registered via the MyOlympus platform at www.my.olympus.eu.

Product specifications are subject to change without notice. Please check the Olympus website at www.olympus.co.uk for the latest specifications.

¹Recommended retail price

²With Sync IS using the M.Zuiko Digital ED 12-100mm F4.0 IS PRO lens, focal length: 100mm (35mm equivalent: 200mm), halfway release image stabilization: off, CIPA standard compliant, when correction is carried out on two axes (Yaw/Pitch).

³Six months on top of the statutory warranty in the country of purchase.

For questions or additional information, please contact:

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About Olympus

Olympus Europa is the headquarters for the region EMEA (Europe, Middle East and Africa) of the Olympus Corporation, Tokyo, Japan. As a worldwide leading manufacturer of optical and digital precision technology, Olympus provides innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions. 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.

For more information: www.olympus-europa.com