

PRESS INFORMATION

Head off to new adventures with premium photo equipment from Olympus and receive a bonus for a limited time only

Get more out of your summer with reward offers on selected OM-D cameras and M.ZUIKO DIGITAL lenses

London, May 15th 2017 – Olympus presents a range of special offers on Olympus OM-D cameras and M.ZUIKO DIGITAL lenses this summer: All purchases made between May 15th and July 15th 2017 from the selected range of two camera models and five lenses are entitled to an attractive bonus of up to £85 for each purchased product. Matched with the light weight and compact dimensions of the selected Olympus products, holidaymakers taking advantage of this offer will be able to take breathtaking photos of their newest summer adventures – without running the risk of exceeding their baggage allowance.

This special summer offer is valid for the following products:

OM-D E-M5 Mark II, OM-D E-M10 Mark II and their variants, the lenses M.ZUIKO DIGITAL 17mm 1:1.8, M.ZUIKO DIGITAL ED 30mm 1:3.5 Macro, M.ZUIKO DIGITAL ED 9-18mm 1:4.0-5.6, M.ZUIKO DIGITAL 45mm 1:1.8 and M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7 II.

Registrations and terms & conditions only at bonus.olympus.eu.

Enjoying the great outdoors, spacious skies and the freshness of nature – what could be better this summer? How about special rewards from Olympus on OM-D camera models and M.ZUIKO DIGITAL lenses! Their lightweight, compact dimensions free photographers to explore, discover and document their newest adventures in perfect quality.

Customers purchasing any of the eligible products from May 15th to July 15th 2017 will be entitled to the cashback bonuses listed below. Bonus amounts may be combined; claim entitlements must be submitted to Olympus by August 15th 2017 only at bonus.olympus.eu. Terms & conditions apply.

Eligible OM-D camera models

OM-D E-M5 Mark II (£85 bonus): Like all models in the esteemed Olympus OM-D range, the E-M5 Mark II is built to excel in speed, precision, creativity and image quality. This camera for discerning creative enthusiasts incorporates the famous Olympus 5-Axis Image Stabilisation (IS) system to compensate for every possible blur making it ideal for capturing razor sharp photos and movies in low light without the need for a tripod. This offer is also valid for the new E-M5 Mark II 12-100 Kit providing the most powerful



OLYMPUS SUMMER SPECIAL OFFER DETAILS

> Offer runs for purchasing dates between 15 May and 15 July 2017

> Eligible products:
OM-D camera models (body-only & kit versions)
OM-D E-M5 Mark II
OM-D E-M10 Mark II

M.ZUIKO lenses (single product only)
M.ZUIKO DIGITAL 17mm 1:1.8
M.ZUIKO DIGITAL ED 30mm 1:3.5 Macro
M.ZUIKO DIGITAL ED 9-18mm 1:4.0-5.6
M.ZUIKO DIGITAL 45mm 1:1.8
M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7 II

> Registration for the special offer only at <http://bonus.olympus.eu> until 15 August 2017. Terms & conditions apply

stabilisation through a combination of the camera's IS system with the internal stabiliser of the M.ZUIKO DIGITAL ED 12-100 1:4.0 IS PRO lens via Sync IS.

OM-D E-M10 Mark II (£60 bonus): At merely 390g (body only), this stylish camera is only a lightweight on the scales. Its ergonomic design, metal-body build-quality and numerous photographic features make it the perfect companion to take off to new adventures this summer.

Eligible M.ZUIKO DIGITAL lenses

M.ZUIKO DIGITAL 17mm 1:1.8 (£60 bonus): This lightweight and extremely compact lens brings along a large, ultra-bright 1:1.8 aperture for tripod-free shooting in low-light conditions as well as the unique Fast Focus Clutch mechanism to get quick pan-focus shooting in which both the subject and the background are in focus. 35mm equivalent: 34mm.

M.ZUIKO DIGITAL ED 30mm 1:3.5 Macro (£40 bonus): This prime lens delivers intense image magnification of up to 1.25x while maintaining a clear, sharp image quality with beautiful defocusing effects and soft bokeh. Its high autofocus speed makes it the ideal choice for nature macro photography during this summer. 35mm equivalent: 60mm (2.5x magnification).

M.ZUIKO DIGITAL ED 9-18mm 1:4.0-5.6 (£75 bonus): Weighing only 155g and featuring a total length of just 49.5mm, this ultra-wide-angle lens supporting the OM-D camera's fast contrast AF adds a new dimension to ambitious photographers wanting to travel light this summer. 35mm equivalent: 18-36mm.

M.ZUIKO DIGITAL 45mm 1:1.8 (£40 bonus): This prime lens is ideal for capturing people in portrait shots with nice background blur and vivid contrast, thanks to its fast aperture. Also a great choice for making handheld movies. 35mm equivalent: 90mm.

M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7 II (£75 bonus): Extreme telephoto performance for bringing far-off subjects up close. This surprisingly compact lens includes a whisper-quiet focusing motor and fast-focus function. 35mm equivalent: 150-600mm.

For questions or additional information, please contact:

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About Olympus

Olympus Europa is the headquarters for the region Europe, Middle East and Africa (EMEA) of the Olympus Corporation, Tokyo. 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: <http://www.olympus-europa.com>