

PRESS INFORMATION

Give yourself a special treat and push the boundaries of creativity with premium photo equipment from Olympus

Capture magical moments thanks to bonus offers on Olympus OM-D camera bodies and M.ZUIKO lenses

Hamburg, 24 October 2016 – A range of special bonus offers on Olympus OM-D cameras and M.ZUIKO DIGITAL lenses will brighten up long winter nights and cut short the waiting time for Christmas. All purchases made between 24 October 2016 and 15 January 2017 from the selected range are entitled to receive attractive cash rebates of up to €100 for each purchase – up to €660 if all products are purchased. The special offers comprise two camera models and five lenses. Photo enthusiasts taking advantage of this offer may exceed their creative limits in next to no time.

The following Olympus models are eligible for the special winter offer: **OM-D E-M5 Mark II, OM-D E-M10 Mark II and their variants, the lenses M.ZUIKO DIGITAL 25mm 1:1.8, M.ZUIKO DIGITAL ED 75–300mm 1:4.8–6.7 II, M.ZUIKO DIGITAL ED 9–18mm 1:4.0–5.6, M.ZUIKO DIGITAL ED 14–150mm 1:4.0–5.6 II and M.ZUIKO DIGITAL ED 60mm 1:2.8 Macro.**

There's nothing quite like capturing memorable moments with your friends and family. With the lightweight, compact Olympus OM-D and M.ZUIKO DIGITAL lenses, everyone can preserve that special magic of time spent with your loved ones.

Customers purchasing any of the eligible products from 24 October 2016 to 15 January 2017 will be entitled to the cash bonuses listed below. Bonus amounts may be combined and claim entitlements must be submitted to Olympus by 15 February 2017 at winterbonus.olympus.eu

Eligible products

OM-D E-M5 Mark II (€100 bonus): High-end camera for discerning creative enthusiasts. Incorporates the revolutionary 5-Axis Image Stabilisation 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.

OM-D E-M10 Mark II (€100 bonus): At merely 390g (body only), this stylish camera is only a lightweight on the scales. Its decidedly heavyweight myriad features ensure photographers have free reign to express their creativity no matter the situation.



WINTER SPECIAL OFFER DETAILS

> Offer runs for purchasing dates from 24 October 2016 to 15 January 2017

> Eligible products

Camera bodies:

OM-D E-M5 Mark II
OM-D E-M10 Mark II

Lenses:

M.ZUIKO DIGITAL 25mm 1:1.8
M.ZUIKO DIGITAL ED 75–300mm 1:4.8–6.7 II
M.ZUIKO DIGITAL ED 9–18mm 1:4.0–5.6
M.ZUIKO DIGITAL ED 14–150mm 1:4.0–5.6 II
M.ZUIKO DIGITAL ED 60mm 1:2.8 Macro

> Claims can be made until 15 February 2017 at: winterbonus.olympus.eu

M.ZUIKO DIGITAL 25mm 1:1.8, incl. lens hood (€60 bonus): Prime lens with ultra-bright 1.8 aperture for outstanding low-light shooting capabilities and full control of depth of field. Features a field of view the same as the human eye. Delivers beautiful bokeh and impressive close-focus performance. 35mm equivalent: 50mm.

M.ZUIKO DIGITAL ED 75–300mm 1:4.8–6.7 II (€100 bonus): Extreme telephoto performance for bringing far-off subjects up close. This surprisingly compact lens includes a whisper-quiet autofocus and fast-focus function. 35mm equivalent: 150-600mm

M.ZUIKO DIGITAL ED 9–18mm 1:4.0–5.6 (€100 bonus): Weighing a tiny 155g and featuring a total length of just 49mm, this ultra wide angle lens with an extremely fast contrast AF adds a new dimension to ambitious photographers wanting to travel light. 35mm equivalent: 18-36mm

M.ZUIKO DIGITAL ED 14–150mm 1:4.0–5.6 II (€100 bonus)
All-in-one, 10.7x zoom convenience. Dust, splash and freeze-proof too, this robust lens is just the shot for photographers looking for a reliable, multifaceted companion. 35mm equivalent: 28-300mm

M.ZUIKO DIGITAL ED 60mm 1:2.8 Macro (€100 bonus)
High precision macro lens with focusing distances from as little as 19cm – and exceptional results to infinity. Features an internal focusing system with floating lenses. Bright 2.8 aperture allows for creative shallow depth of field effects. 35mm equivalent: 120mm



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: www.olympus-europa.com