

November 5, 2009

Not a Compact. Not an SLR... It's a PEN**Introducing the Olympus PEN E-P2*****Micro Four Thirds interchangeable lens system camera with detachable
Live Viewfinder***

Olympus Imaging Corporation (President: Masaharu Okubo) is pleased to announce the introduction of the Olympus PEN E-P2 interchangeable lens digital camera and VF-2 Live Viewfinder.

Scheduled for release in Australia from December 2009, the PEN E-P2 is the second Olympus interchangeable lens digital camera to comply with the Micro Four Thirds System standard following the launch of the Olympus PEN E-P1 in July 2009.

Its mirror-less camera design is built to deliver true SLR-class performance and image quality in an exceptionally compact format. Pricing is yet to be announced.



Olympus PEN E-P2 shown with M.Zuiko 14-42mm F3.5-5.6 lens

The Olympus PEN E-P2 adopts the iconic design and state-of-the-art imaging technology hallmarks of the PEN E-P1. Available in a stylish black finish, the Olympus PEN E-P2 has a stainless steel and aluminium clad body that boasts distinctive style reflecting the sophistication and quality of the technology inside. The new Olympus PEN E-P2 includes a newly developed super high-definition 1.44 million dot Live Viewfinder VF-2 that attaches via a new accessory port.



VF-2 Live Viewfinder

Key features:

- **Iconic, classic design:** Mirror-less design for light, go-anywhere portability with metal exterior for a premium, high quality feel
- **New detachable Live Viewfinder:** The PEN E-P2 includes a detachable electronic viewfinder, the VF-2, with 1.44 million dot resolution, sophisticated aspheric optics and a 100 per cent field of view.
- **Effortless creativity for powerful images:** Shooting functions include an expanded range of 8 Art Filters, including the new Diorama and Cross Process filters, and a new i-ENHANCE Picture mode that make the key photographic subject stand out with exceptional clarity and presence. Like the PEN E-P1, the Olympus PEN E-P2 offers HD movie and CD quality linear PCM audio recording, with the ability to apply Art Filter effects to movie recordings.
- **New accessory port expands possibilities:** The new Olympus PEN E-P2 includes a new accessory port enables the use of the VF-2 Live Viewfinder and can also be used to connect external microphones using the new EMA-1 microphone adapter. A new HDMI control feature enables control of playback operations via TV remote control
- **Even easier to use:** A live control icon display allows for easy, intuitive selection of camera settings, while Continuous-Tracking AF makes focusing on moving subjects easy.
- **Built-in Image Stabiliser:** Like the E-P1, the E-P2 features a sensor-shift image-stabiliser (IS) built into the camera body that is effective up to 4 shutter speeds for handheld photography. Image stabilisation can be applied to almost any lens mounted to the camera body, inclusive of Micro Four Thirds and Four Thirds types lenses (via the MMF-1 lens adapter) without lens-based IS capability, and even non-dedicated lenses such as legacy OM (via the MF-2 mount adapter) and other brand lenses (via suitable third-party lens mount adapters).

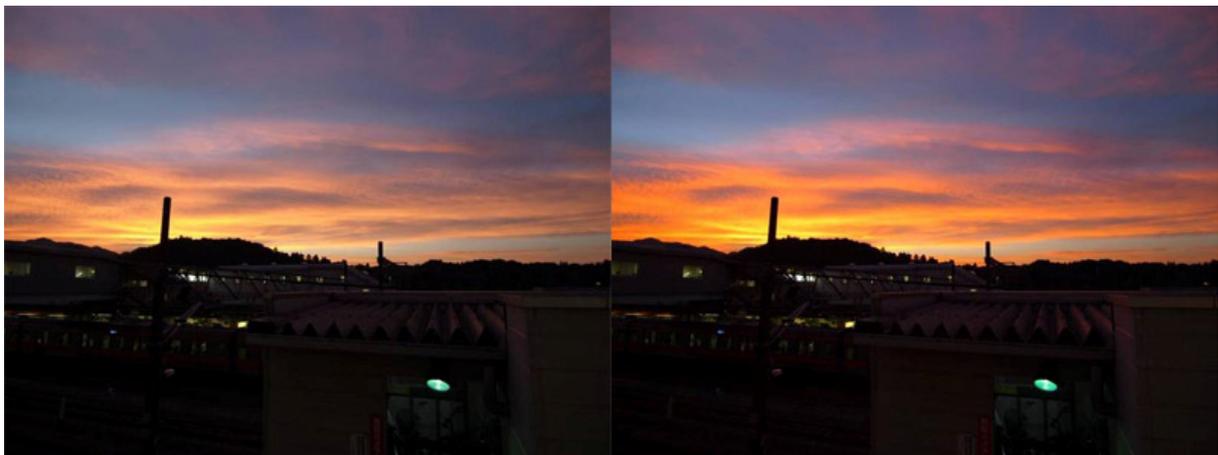
Examples of Diorama, Cross Process & i-ENHANCE:



Cross Process Art Filter effect (shown on right)



Diorama Art Filter effect (shown on right)



i-ENHANCE picture mode (shown on right)

Outstanding SLR-class image quality is assured by a 4/3-inch, 12.3-megapixel high speed Live MOS Sensor and a newly developed TruePic V image processing engine. Moving forward, Olympus will continue to expand its Micro Four Thirds System product offering in line with market demand.

Additional features:

- 4/3-inch, 12.3-megapixel high-speed Live MOS image sensor and newly developed TruePic V image processing engine for high-quality, SLR-class imaging

- High-speed imager AF for responsive live view shooting
- iAUTO fully automatic shooting mode selection based on scene analysis
- Choice of 4 aspect ratios
- Live view double exposure function with simultaneous display of current scene and previously captured image
- Reliable dust reduction system
- HDMI output for high-quality image and movie playback
- Multi-Mix Slideshow playback with background music
- e-Portrait function for smooth rendering of skin texture
- Face Detect & Shadow Adjust Technology for beautifully exposed portraits and group photos
- Shadow Adjustment Technology to prevent blown highlights and blocked-in shadows
- MF Assist function for manual focusing with auto image magnification
- Live View level gauge display
- High-precision 324-zone evaluative metering system

For detailed product and accessory descriptions, please see the notes to editors overleaf.

#ENDS#

About Olympus

Olympus Imaging Australia Pty Ltd is a subsidiary of Olympus Corporation, headquartered in Japan. Olympus Imaging Australia is responsible for the marketing and distribution of Olympus consumer products in Australia and through Olympus agents and dealers in New Zealand, Papua New Guinea, Tahiti and the South Pacific region.

Olympus Imaging Australia encompasses a broad range of imaging products from digital and film cameras designed for photographers of all levels. Our mission is to deliver innovative products that fit into everyday lifestyles, enabling customers to explore their world. www.olympus.com.au.

For more detailed information please contact GolinHarris or go to www.olympus.com.au.

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Notes to Editors:

Olympus PEN E-P2 – Description of Features and Accessories

1. Compact, iconic design that exudes premium quality.

The PEN cameras' Micro Four Thirds design platform eliminates the need to incorporate a mirror box inside the camera, enabling the distance from the lens mount to the focal plane (flange back distance) to be cut by about half without reducing image sensor size or compromising image quality. Compared to the Olympus E-420 — the world's smallest digital SLR¹ — the body width of the Olympus PEN E-P2 has been reduced by approximately 8.5mm, height by approximately 20mm, and thickness by approximately 18mm, resulting in a camera with only 58% of the E-420's body volume.

2. Effortless creativity with expanded Art Filters, iENHANCE and high quality HD Movie & PCM stereo sound recording

Eight Art Filters, including new Diorama & Cross Process filters

The Art Filter function offered on recent Olympus E system digital SLR cameras makes it easy for virtually anyone to take more creative photos. Art Filters provide the opportunity to recreate effects reminiscent of those achieved through traditional film processing techniques. These effects can also be applied to previously recorded RAW images, in-camera. In addition to the six Art Filters featured on previous models, the Olympus PEN E-P2 includes new Diorama and Cross Process filters. Please find further detail below:

- **Diorama:** Reduces the plane of focus and enhances colour and contrast to create the look of a miniature diorama
- **Cross Process:** Simulates the unexpected colour transpositions and look that result when positive film is processed with a negative film emulsion
- **Pop Art:** Intensifies colours and creates strong, vibrant images
- **Soft Focus:** Softens subject detail, providing a classic soft filter look
- **Pale Light & Colour:** Utilises a muted colour palette to create a light image feel
- **Light Tone:** Subdues highlights and shadows to create the appearance of soft lighting
- **Grainy Film:** Recreates the rich, grainy look and tonality of high contrast black & white film photography
- **Pin Hole** – Reproduces the peripheral vignetting and unique colour tone of photos taken with a toy camera

¹ Among interchangeable-lens type digital SLR cameras (as of November 5, 2009, based on in-house research data).



Art Filter effects (clockwise from top left: Pinhole, Grainy Film, Pale & Light Colour, Pop Art, Soft Focus, Light Tone).

Note: Diorama and Cross Process filter effects shown in previous examples.

i-ENHANCE for exceptionally clear & dramatically lifelike photos

As a new picture mode, i-ENHANCE analyses colours and brightness in the central area of the frame and controls exposure to preserve maximum highlight and shadow detail. The result is exceptionally clear, lifelike imaging. i-ENHANCE can be used in the Program, Aperture-Priority, Shutter-Speed Priority and Manual Exposure modes.

Improved iAUTO mode combines with i-ENHANCE to capture subjects with dramatic clarity and presence

The Intelligent-Auto (iAUTO) exposure mode first introduced in the PEN E-P1 has been improved with the addition of i-ENHANCE. Camera users who prefer easy fuss-free automatic exposure photography can make use of the iAuto shooting mode where the camera automatically chooses the optimum scene mode (Portrait, Landscape, Macro, Sports, Night Scene, or Night Scene & Portrait) by analysing the scene in frame. The new i-ENHANCE mode is applied in iAUTO as the default Picture mode during iAUTO fully-automatic shooting.

HD movie and high-quality linear PCM audio recording

Like the PEN E-P1, the Olympus PEN E-P2 can record movies at a widescreen aspect ratio of 16:9 (1280 x 720, 30fps), as well as a standard aspect ratio of 4:3 (640 x 480, 30fps). It uses a sensor that is the same size as that used for E-system digital SLRs (a much larger sensor than those used in conventional camcorders). It lets users shoot movies whilst enjoying superior image quality, the ability to defocus the background by controlling aperture, and all the other creative advantages of interchangeable-lens photography. Electronic image stabilisation can be used when shooting movies and is effective with all compatible Micro Four Thirds lenses.

The Art Filters can also be applied to movies², enabling users to express their creativity by producing creative and stylish video clips. In addition, high-resolution still images can be recorded at any time.

Audio is recorded in linear PCM format — an uncompressed digital format noted for superior sound quality. Drawing on Olympus' leading expertise in digital voice recorder technology, outstanding fidelity and dynamic audio presence is assured. Audio and sound memos can also be easily added to previously taken photos.

² The frame rate may vary according to the Art Filter applied.

3. New accessory port expands possibilities

High-definition, 1,440,000-dot Live Viewfinder with 100% field of view

The Olympus PEN E-P2 is equipped with an accessory port that enables use of the newly developed VF-2 Live Viewfinder - an innovative high-definition electronic viewfinder that boasts a superb 1,440,000-dot resolution and a 100 per cent field of view. Equipped with dioptic correction for eye-glass wearers, the VF-2 allows the photographer to have real-time previews of camera setting adjustments before the shutter is released. This new Live Viewfinder can be especially useful for bright outdoor shooting.

For high-quality, off-camera audio recording using a third-party microphone, this accessory port can also be fitted with the new EMA-1 Microphone Adapter.

HDMI Control function for playback via TV remote control unit

When the Olympus PEN E-P2 is connected to a compatible TV set by an HDMI cable (sold separately), the HDMI Control function enables users to control the camera's image playback via the TV's remote control unit. It's a great way to enjoy slideshows with the ease and convenience of regular TV programming.³

4. Live Control icon display on LCD monitor for easy, intuitive selection of camera settings, and Continuous-Tracking AF for easy focusing with moving subjects

Live Control for easy, intuitive operation

The Olympus PEN E-P2 is also equipped with the popular Live Control function introduced on the PEN E-P1. With Live Control, icons that correspond to all of the camera's buttons and dials can be displayed on the Live View monitor during shooting. As a result, users can use the main and sub dials to select modes and adjust settings without having to take their eyes off the subject. And because Live View displays the effect of settings changes in real time, users can instantly see what the resulting image will look like ahead of shooting.

Continuous-Tracking AF for moving subjects

The PEN E-P2 features a new Continuous-Tracking AF function that can automatically track subject movements within the frame. Users can 'lock-on' to a subject by pressing the AF dial as they half-press the shutter button. Continuous-Tracking AF will then follow the subject's movement within the frame. It's a great way to avoid blurry photos and ensure correct focus with active subjects such as children and pets.

³ A CEC standard remote controller is needed.

Other features

4/3-inch, 12.3-megapixel high-speed Live MOS image sensor and newly developed TruePic V image processing engine for high-quality, SLR-class imaging

The Olympus PEN E-P2 is equipped with a 12.3-megapixel high-speed Live MOS sensor for ultra fast, high-resolution image capture. Thanks to this large sensor, which is the same size as the sensors used in Four Thirds System cameras, the PEN E-P2 rivals conventional digital SLR cameras in resolution, dynamic range, rich colour and fine subject detail.

In addition, newly developed TruePic V image processing delivers clearer, higher-resolution images by exploiting the full performance potential of the lens. Sophisticated noise reduction technologies enable high-sensitivity shooting at ISO 6400 without sacrificing image detail, making it possible to capture delicate nuances of colour even when shooting in low light without using a flash.

High-Speed Imager AF for responsive Live View shooting

The High-Speed Imager AF system detects differences in contrast at the image sensor surface, driving the lens to the position where the highest contrast — and sharpest focus — can be obtained. It enables Live View shooting with the same convenience as a compact digital camera, making it easy even for first-time users to obtain SLR-class image quality.

Choice of four aspect ratios

Images can be captured at any of four aspect ratios: standard 4:3; widescreen 16:9; 6:6 (used by medium-format cameras); and 3:2, which is the same as the standard 35mm film format. Subjects can be viewed at the selected aspect ratio in the Live View monitor to confirm that the result suits the user's creative intention and purpose.

Multi-exposure shooting with Live View display of current scene and previously captured image

Images previously captured and recorded in RAW data format can be displayed on the Live View monitor while framing the current scene, making it easy to create artistically balanced multi-exposure compositions. Automatic gain correction can be performed in-camera, non-consecutive shots taken at different times and places can be superimposed onto each other via the play/edit menu (RAW data only, up to three images).

Built-in image stabilisation mechanism with up to 4 EV⁴ corrective effect

The PEN E-P2 body incorporates a compact, high-performance image stabilisation mechanism that compensates for camera shake, extending the range of shutter speeds at which users can take blur-free handheld photos by up to four EV steps (four full shutter speeds). The system works with all Micro Four Thirds System lenses and Four Thirds lenses via the optional MMF-1 Four Thirds Mount Adapter. It is effective even during horizontal panning and can be used with older OM-system lenses via an optional MF-2 OM Mount Adapter, or brand lenses via suitable third-party brand adapters, by manually programming the focal length.

Reliable dust reduction system

When changing lenses, a digital camera's image sensor is inevitably exposed to contamination by airborne dust particles. If any of those particles adhere to the camera's low-pass filter or image sensor they appear as spots and blemishes in every photo. Olympus was the first to offer a solution to this troublesome problem with its pioneering SSWF (Super-Sonic Wave Filter), which has continued to evolve the technology to meet the more stringent dust-protection needs of the mirror-less Micro Four Thirds System standard. The shape of the SSWF has been changed from circular to rectangular and the supersonic oscillator has been divided into two vertically arranged sections. The resulting system is extremely compact but remains highly effective at removing all types of dust, whether held by electrostatic forces or intra-molecular bonds.

HDMI output for high-quality image and movie playback

The camera can be connected to an HDMI-equipped TV set via a commercially available HDMI–HDMI Mini cable to view high-quality HD movies and still images with stereo audio.

Multi-Mix slideshow playback with background music

Slideshows that mix still images, movies and sound can be easily created using the PEN E-P2. Five background music compositions are included with controls for fade-in, fade-out slide transitions, volume adjustment and audio post-recording.

e-Portrait mode for smooth rendering of skin texture

The PEN E-P2's e-Portrait scene mode uses special processing to help make a subject's skin appear smoother. When shooting in e-Portrait mode, both processed and unprocessed images are recorded⁵. In addition, e-Portrait processing can be applied after an image has been taken.

⁴ Based on in-house testing.

⁵ e-Portrait image size limited to 2560 x 1920; effectiveness varies according to subject

Face Detect & Shadow Adjust Technology for beautifully exposed portraits and group photos

Advanced face detection technology enables the camera to detect up to eight faces, while Face Detect & Shadow Adjust Technology optimises focus and exposure to ensure that faces in the foreground and scenery in the background are both properly exposed. Even in backlit situations, auto gradation adjustment can brighten the faces without over-exposing the background, making it easy to capture the scene just as it appears to the human eye. In addition, face detection can be used during image playback to quickly select and magnify subjects to check their facial expression.

Shadow Adjustment Technology to prevent blown highlights and blocked-in shadows

When gradation is set to Auto, Shadow Adjustment Technology optimises settings to ensure that the camera captures the scene as closely as possible to the way the user sees it.

MF Assist function for manual focusing with auto image magnification

When focusing manually with any compatible Micro Four Thirds System or Four Thirds System lens, MF Assist automatically magnifies the central portion of the frame by 7x or 10x whenever the focus ring is rotated. This makes it easy to confirm fine focus adjustments on the LCD monitor or Live Viewfinder display. Even when using OM System lenses via an OM Mount Adapter (sold separately), magnification can still be effected manually.

Live View level gauge display

When shooting, a horizontal/vertical level gauge can be displayed on screen. The gauge uses data from the dual-axis motion sensor built into the camera and can be a convenient aid to level framing at night or when the horizon can't be seen.

High-precision 324-zone digital ESP metering

Three metering modes are offered: high-precision 324-zone digital ESP metering, centre-weighted metering and spot metering. The high-precision digital ESP mode divides the image area into an 18 x 18 grid metering each of 324 separate areas to obtain optimum exposure with high accuracy even under complex light conditions.