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Olympus Tough 1030SW digital compact camera

New 2m shockproofing and wide angle lens for even broader shooting capability

- Shockproof from 2 metres, waterproof to a depth of 10 metres
 - New Underwater Movie Mode
- 3.6x optical zoom with 28mm wide-angle view
- 10-megapixel image quality

Olympus Imaging Australia has announced the launch of the new Tough 1030SW digital compact camera. Featuring a 10-megapixel¹ sensor and 3.6x optical zoom, its shockproof capability passes two-metre drop-impact tests² and boasts a waterproof functionality to a depth of 10 metres³. Available in metal silver and black, it will be on sale in Australia from March 2008 for AU\$599RRP.

Fashioned for everyday punishment, the Tough 1030SW is the toughest camera on the market yet. Offering robust shockproof, waterproof, and pressure-resistant construction, the new sleek and stylish frame is not only ideal for capturing those perfect party moments but it takes outdoor use and underwater adventure to a new level with its new Underwater Movie mode.

The camera's feature set has also evolved since the introduction of its predecessor, the Tough 795SW, and now includes a 3.6x optical zoom lens that brings 28mm wide-angle shooting capability to the Tough series for the first time. Perfect for photographing vast landscapes and groups of people, the extended wide-angle view is also great for shooting underwater. High-quality, high-definition imaging is provided by a 10-megapixel CCD and an exclusive Olympus TruePic III image processor.



¹ Effective Pixels

² Tested to 2m under MIL Standard 810F Method 516.5 Selecting Procedure IV (In-house test conditions)

³ JIS Class 8 (in-house testing)

Main Features

- Rugged, shockproof and pressure-resistant construction
- Waterproof to depths of up to 10 metres, functional at temperatures as low as -10°C
- 3.6x optical zoom with 28mm⁴ wide-angle view
- 10-megapixel CCD for superior image quality

Even more rugged, impact- and pressure-resistant structure

A new impact-absorbing mechanism has also been developed to improve impact resistance and further protect the mirror frame. Positioned between the body and the mirror frame, the new mechanism enables the Tough 1030SW to pass drop-impact tests from a height of two metres, or higher than eye level for the average adult male. The perimeter of the body is further protected by a stainless steel frame capable of withstanding pressures of up to 100 kgf⁵.

Waterproof to a depth of 10 metres, snowproof to -10°C

Reinforced to withstand water pressure at all key points, the Tough 1030SW is waterproof to depths of up to 10 metres, enabling divers or snorkellers to enjoy the world of underwater photography without using a protective housing. Further, the Tough 1030SW captures true-to-life underwater colour in movies as well as still pictures, with the new Underwater Movie mode.



Shot taken at 10m depth using "Underwater wide1" scene mode.



Shot taken at 9.5m depth using "Underwater macro" scene mode.

Although most digital cameras don't guarantee operability below 0°C, the Tough 1030SW's electronic components are guaranteed to function at temperatures as low as -10°C. Thanks to this cold-weather shooting capability, the Tough 1030SW enables users to enjoy photography without worry when engaging in winter sports or mountain climbing.

⁴ 35mm camera equivalent

⁵ Kilogram-force: the force exerted by 1kg at standard gravity; in-house testing

Other features

- 2.7-inch HyperCrystal II LCD monitor with high visibility from all directions
- In-camera panorama image composition for automatic panoramas
- Pre-capture movie function to ensure fewer missed movie opportunities
- Built-in altimeter and depth gauge
- Super Macro LED to help prevent blurring and ensure vivid color at close range
- Built-in illuminator for easy framing in low light
- 3 fps continuous flash for easy continuous shooting in low light
- Comparison window previews of various camera settings before picture is taken
- Numerous shooting modes, including dedicated underwater shooting modes
- Olympus' exclusive Face Detect & Shadow Adjust technology working in tandem with proprietary TruePic III image processing

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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.

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