

PRESS RELEASE

10.1.2012

Slim digital camera with the most powerful flash

The new Olympus VG-170 features sleek design and a best-in-class flash, perfect for point-and-shoot photographers



SYDNEY – 10 JANUARY 2012 – Olympus Imaging Australia today announces the VG-170, a compact digital camera featuring a best-in-class flash that is up to three times as powerful as regular compact cameras. Designed for the photographer who regularly photographs indoors or in low-light conditions using flash illumination, the VG-170 is perfect for those who may require more flash illumination power than their normal compact cameras can provide.

An extraordinary strobe power of GN 8.7 (rated at ISO 100) enables clear flash illumination of subjects up to 15 metres away. In this Long Flash Mode, the intelligent VG-170 also automatically adjusts ISO sensitivity to compensate for low light conditions. The compact VG-170 is the ideal model for consumers desiring easy point-and-shoot flash photography with perfect results.

With its 14 megapixel sensor and a large 3-inch LCD screen, the VG-170 features a slim, stylish body with a fashionable retro aesthetic. A super compact 26-130mm* lens, using Olympus' proprietary aspherical lens technology, offers a convenient zoom range with outstanding wide-angle capability and superbly sharp pictures.

Feature highlights

1. Most powerful flash in its class – enables clear flash photography up to 15m away
2. High-performance 26-130mm* wide-angle zoom (5x)
3. Large 3" LCD screen with 460,000 dots
4. HD video recording in 720p with Magic Filters
5. Magic Filters – nine filter effects instantly transform normal photographic scenes into special creative shots

* Lens range equivalent in the 35mm film format

**Available colours**

V106090BA000
BLACK

The Olympus VG-170 is available in black from February 2012. Its recommended retail price is to be announced.

Other Features

- 5x wide optical zoom lens (26-130mm*) for effortless close-ups and wide-angle shots
- 720p HD Movie recording
- Digital Image Stabilisation for reduced blur
- Face Detection and Shadow Adjustment Technology for optimum exposure in portrait shots
- Intelligent Auto Mode (i-Auto) and AF Tracking for easy setting and focussing
- 15 Scene Modes for automatic settings that suit specific conditions (e.g. landscape, night)
- 9 Magic Filters for instant still picture enhancement – Pop Art, Pin Hole, Drawing, Fisheye, Soft Focus, Punk, Watercolour, Sparkle, Reflection
- 3D photo shooting mode (red & cyan) for striking stills able to be shared on 2D devices
- Eye-Fi Card compatibility for automatic wireless uploading of images to a website or PC

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 or high res images, please contact GolinHarris:

Anna O'Sullivan

GolinHarris for Olympus

(02) 9994 4422

aosullivan@golinharris.com