

PRESSRELEASE

27th January 2016 (Singapore Time: 2.00pm)

New Olympus PEN-F combines timeless styling with a new 20-megapixel Live MOS sensor

With classic design that exudes quality and masterpiece craftsmanship, the new PEN-F has the highest resolution image sensor in an Olympus compact system camera, and the shortest shutter release lag in its class.



PEN-F Body in silver and black with the M.Zuiko Digital 12mm F2.0 lens

SINGAPORE – 27th January 2016

Olympus Imaging is pleased to announce the new PEN-F, the latest model in the PEN series of Compact System Cameras. **The PEN-F has a classic design that exudes quality and 'masterpiece' craftsmanship.** Designed for reportage, documentary and travel photography, the PEN-F uses **a new 20-megapixel Live MOS sensor** and has **a built-in 5-Axis Image Stabilisation (IS) system** that achieves up to 5 EV steps of stability¹ for the highest quality handheld imaging. With **the shortest shutter release lag²** amongst compact system cameras of **44ms**, the super responsive PEN-F helps you capture the fleetest of photographic opportunities to record your most decisive moments. It has a new Colour Profile feature that takes colour or monochrome photos with the look of classic film types. The PEN-F is the **first Olympus PEN model with a built in viewfinder**, using a 2.36M dot OLED.

Aimed at photographers who appreciate photographic instruments of fine design and quality, the Olympus PEN-F captures attention with its beautiful classic styling that is inspired by the elegant Olympus PEN F 35mm film camera of 1963. Exuding 'masterpiece' craftsmanship and a highly-refined finish, the new PEN-F is designed to have outstanding ergonomics. Its milled-metal, click-detented dials and control switches feature diamond-cut edges that, combined with the precise touch and feedback response of its mechanical interfaces, provide the photographer with a luxuriously tactile usage experience.

A new 20-megapixel Live MOS sensor and the Truepic VII imaging engine gives the PEN-F the **highest imaging resolution amongst Olympus compact system cameras.** Together with the proven in-built Olympus 5-Axis VCM IS system and high-resolution M.Zuiko lenses, you are assured of the highest quality handheld stills and video results.

Feature Highlights

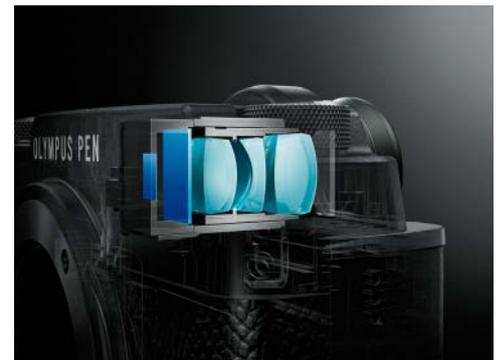
1. Classic design styling with 'masterpiece' craftsmanship and finish quality
2. **New** 20 megapixel Live MOS sensor
3. 5-axis VCM Image Stabilisation (in-built) with up to 5 EV¹ stability
4. **New** Creative Dial allows quick access to:
 - a) Monochrome Profile – simulate B&W films
 - b) Colour Profile - simulates characteristics of classic colour films
 - c) Art Filter
 - d) Colour Creator
5. **New** High-res Shot captures 50MP JPEG or 80MP RAW shots
6. Shortest shutter release lag² in the compact system camera class of 44ms
7. 2.36M dot OLED electronic viewfinder with aspherical optics for ultra-low viewing distortion (100% view; 0.62x magnification)
8. Swivel 3.0 inch Touchscreen LCD with 1037k dots
9. Full-HD movie with 5-axis IS stability (24, 25, 30 or 60 fps frame rates)
10. Silent Mode for stealth shooting
11. Built-in Wi-Fi when coupled with OI.Share app for smart devices (iOS & Android) enables camera remote control; image and video transfer for social sharing

In the special Hi-res Shot mode^{*4}, the PEN-F captures **50-megapixel jpeg shots** (or 80-megapixel RAW^{*5} files) by automatically compositing multiple shots taken with the shifting of the image sensor in ultra-precise half-pixel steps. Hi-res photos have clarity in both detail and colour accuracy that exceed or rival full-size sensor cameras.

To ensure that you will rarely miss important decisive moments, the PEN-F has the shortest shutter release lag^{*2} amongst current compact system camera of just 44ms. This has been achieved through optimised digital and mechanical control systems that include the lightning-quick autofocus performance of Olympus M.Zuiko lenses. For photography in noise-sensitive situations, the PEN-F's silent mode^{*6} provides the photographer with the ability to shoot in near complete stealth.

The PEN-F is the first Olympus camera to have a Monochrome and Colour Profile Control feature. Accessed through a front-facing Creative Dial, profile control provides user-customisable tone and saturation image pre-sets that simulate the appearance of classic colour and black and white film. In the monochrome profile mode, digitised 'film grain' can even be added to the image. The Creative Dial also provides quick access to Art Filters and the special Colour Creator mode that enables intuitive, preview-able application of colour hue and saturation adjustments.

**The new Olympus PEN-F:
A true masterpiece of design and imaging technology.**



2.36M dot OLED EVF with aspherical optics that provide uniform edge sharpness with low distortion



Finely finished with ergonomically positioned dials and controls



Swivelling high resolution touchscreen LCD



Detachable FL-LM3 Flash included

^{*1} CIPA guideline compliant, when correction is carried out on two axes (yaw and pitch).

Lens: M.Zuiko Digital ED 14-42mm f3.5-5.6 EZ; Focal length: f=42mm (35mm film equivalent f= 84mm)

^{*2} As of January 27, 2016. When using the mechanical shutter.

^{*3} S-AF shooting mode (mechanical shutter)

^{*4} Tripod use is required for Hi-res shooting due to the sensor movement

^{*5} Olympus Viewer 3 v2.0 (64-bit Mac OS / Windows) is required for the processing of Hi-res raw files

^{*6} Switches to electronic shutter when in use

^{*7} Measured using the standardised CIPA testing methodology

RELATED ACCESSORIES AND PRODUCTS



Premium Leather Wrapping Cloth
CS-48 PR
(Sold Separately)



Premium Leather Camera Bag
CBG-11 PR
(Sold Separately)



Premium Leather Shoulder Strap
CSS-S120L PR
(Sold Separately)



External Grip ECG-4
(Sold Separately)



Battery Charger BCN-1 &
Battery Li-Ion BLN-1
(Bundled)

PRICING, COLOURS & AVAILABILITY

The Olympus PEN-F is available in silver and black from February 2016. Recommended retail prices are to be announced.



Silver



Black

FEATURE & TECHNOLOGY ADDENDUM

1. A design of timeless beauty and outstanding operability

The PEN-F body's line and silhouette are inherited from the world's first half-frame SLR camera, the elegant stylish 1963 Pen F. It has a control layout that is optimised to let you easily adjust camera settings when you're looking through the viewfinder, and its overall design impression is of a timeless, rangefinder-style camera.

With top and front covers made of magnesium alloy, the bottom cover of the body and the machined dials are made of aluminium. To enhance the 'clean' aesthetics, body assembly screws have been hidden from view. The rear of the LCD monitor also features the same synthetic leather as that used on the camera body for a unified appearance and feel. The dedicated exposure compensation dial and the four custom positions added to the mode dial simplify operations and enable instant access to user-preferred settings.

2. New 20 Megapixel Live MOS sensor and 5-axis VCM image stabilisation for the ultimate image quality

The combination of the excellent image quality of Zuiko Digital lenses, the new 20 Megapixel Live MOS sensor, and TruePic VII image processor result in extremely high image quality. The low pass filter-less construction of the 20 Megapixel Live MOS sensor assists to achieve high resolution. The PEN-F's low sensitivity "ISO LOW" mode is equivalent to ISO 80.

The powerful 5-axis VCM (Voice Coil Motor) image stabilisation provides up to 5 shutter speed steps^{*1} of stability compensation. Such extraordinary stability lets you capture clear images of night and other low light scenes with minimal noise without having to raise the ISO speed. In-body image stabilisation also makes it possible to use vintage manual focus lenses with the same stabilisation benefits, including stabilised viewfinder preview. The PEN-F is compatible with Olympus' latest 5-axis Sync IS technology that provides even more effective image stabilisation with the M.Zuiko 300mm F4.0 IS PRO lens up to 6 shutter speed steps^{*7}.

High Resolution Shot uses a sensor-shift shooting process to capture ultra-high-resolution images that exceed or rival the image quality of full-frame DSLRs. 50 Megapixel equivalent JPEG images are captured in this special mode with brilliant resolution and colour clarity. (80 Megapixel in RAW)

3. Monochrome and Colour Profile Control provide enhances creative expression

The PEN-F's new Monochrome and Colour Profile Control provides the photographer to simulate the imaging characteristics of film. This process is different from using photo editing software after shooting, as you preview, and fine tune desired tonal and colour characteristics of a chosen 'film' that you can subsequently apply as a profile pre-set. Both Monochrome and Colour Profile Control functions feature default pre-set profiles that simulate the visual 'flavour' of classic black-and-white and colour films. The user can modify these pre-set profiles to suit their shooting style.

The Creative Dial positioned on the front of the camera provides instant access to the Monochrome and Colour Profile settings, as well as Art Filters and the Colour Creator mode.

a) Monochrome Profile Control

In monochrome shooting you can combine 5 tone effects such as Colour Filter effect, Shading effect, Film Grain effect and Highlight & Shadow Control. These features allow a variety of monochromatic expressions possible. In addition to default setting (pre-set 1), there is also the Classic Film B&W (pre-set 2) for a monochrome film effect with high contrast, and the Classic Film IR (pre-set 3) for an effect that simulates B&W infrared film.

b) Color Profile Control

In this mode, the saturation of 12 colours can be adjusted **individually** in 11 steps. This can also be combined with Highlight & Shadow Control to capture colour images with a user-determined colour palette.

In addition to the default setting (pre-set 1) there is also the Chrome Film Rich Colour (pre-set 2) which gives deeper colour tones, and Chrome Film Vivid Saturation (pre-set 3) which captures images with even more vibrant colours.

c) Color Creator

The Colour Creator feature allows you to have creative control to capture scenes in unique and impressive way through varies colour hue and saturation adjustments. The Hue or Saturation of the entire photo will **change together** to portray the mood the user. It is completely different to conventional white balance compensation.

Hue adjustment: 30 steps control Colour saturation adjustment: 8 steps control

d) Art Filters

14 Preset Art filters with 9 art effect variations are available to instantly enhance both stills and videos.

- Pop Art, Soft Focus, Pale & Light colour, Light Tone, Grainy Film, Pin Hole, Diorama, Cross Process, Gentle Sepia, Dramatic Tone, Key Line, Watercolour, Vintage, Partial colour.

Partial Colour filter allows user to select a **single colour** to be retain in a photo or video from a range of 18 colours.

4. Super-fast camera response with the shortest shutter release lag amongst compact system cameras

The shortest^{*2} release time lag of any Compact System Camera of **44 milliseconds**, and a 1/8000 sec. high-speed mechanical shutter provides extremely quick shooting response and performance.

Silent mode^{*6}, which is useful for shooting in situations that demand complete silence and the Anti-Shock mode is available for situations where you want to prevent shutter shake. The AF Targeting Pad provides easy selection of any one of 81 focus points on the rear LCD monitor while looking through the viewfinder. Face priority AF and Eye priority AF can detect and continue adjusting the focus on faces or eyes for easier portrait shooting.

5. 2.36 million dot built-in Electronic Viewfinder

The PEN-F is equipped with a built-in 2.36 million dot high-definition OLED electronic viewfinder that has a 100% field of view, and a 35mm camera equivalent magnification 0.62x. The Olympus high-performance aspherical optics used in this viewfinder provides a clear and distortion-less view that is uniformly sharp up to the visual edge.

The user selectable S-OVF (Simulated OVF) viewfinder setting uses HDR technology to expand the dynamic range of the live preview for a 'natural' tone viewing impression. Magnified Display and Focus.

6. The Genuine Leather Accessories for PEN-F

These genuine leather accessories take your premium quality PEN-F experience to another level.



Sophisticated design suiting PEN-F

These premium leather accessories feature a two-tone design of mature colors and shades. Their sheer perfection and quality textures provide a fantastic match with PEN-F

Luxurious, carefully-selected genuine leather

These accessories are all made from specially finished leather crafted by a Japanese tanner. The deceptively soft, comfortable textures boast excellent durability. Their personality changes with time, revealing character in the way only genuine leather can.



Craftsmanship

These items are crafted with uncompromising focus on quality and consideration of the user. By ensuring that the good qualities of the leather are utilized without hindering the design, these items have both refinement and elegance.



The premium leather bag CBG-11 PR is produced under the supervision of AJIKOKA Co., Ltd. Founded in 1917, AJIKOKA Co., Ltd. is a renowned leather maker with a rich history. The camera bag was made under their direction, with all their technical, experience, and expertise as a leather maker poured into this product

Other Features

- Vari-angle LCD screen provides live view compositional flexibility
- Highlight & Shadow Control can now adjust mid-tones
- Lens information for lenses without electronic contacts can be registered and recorded in Exif info of recorded images (i.e. information such as lens name, focal length, and aperture value)
- AF Target Spot Metering links AF Target and the metering area
- Live Composite lets you capture movement of light as solid light trails without overexposure
- 4K Time Lapse movie
- Focus bracketing mode changes the focus location while capturing multiple images during sequential shooting
- High-speed sequential shooting: 10 fps with S-AF, 5 fps with C-AF, 20 fps in Silent mode^{*5}

About Olympus

Olympus Imaging Singapore is a subsidiary of Olympus Corporation, headquartered in Japan. Olympus Imaging Singapore is responsible for the marketing and distribution of Olympus consumer products in Singapore.

The Olympus consumer range encompasses high-performance still and video imaging products, binoculars and digital audio recorders. Your Vision, Our Future.

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Difference between Color Profile Control, Color Creator & Partial Color

Colour Profile Control

This feature allows user to control the saturation of 12 colours **individually** to achieve desired results. Only selected colour will change during adjustment.

Color Creator

This feature allows user to control the Hue & Saturation of the image to portray the mood desired. The Hue or saturation of the entire image will **change together** during adjustment.

Partial Color – Art Filter

This feature allows user to **retain a selected colour** in an image from a range of 18 colours. Non selected colours will display as B&W or in lighten colour mode depending on user selection.

Color Profile Control

In this mode, the saturation of 12 colours can be **adjusted individually** in 11 steps.



Before

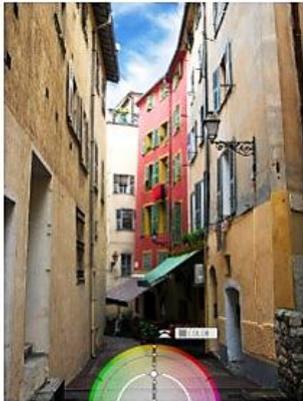


After



Color Creator

This feature allows you to have creative control to capture scenes in unique and impressive way through varies colour hue and saturation adjustments. The Hue & Saturation of the entire photo will **change together** to portray the mood the user.



Original image Hue: 0/Colour saturation: 0 This shot brings out the texture of the building with a slight underexposure.



Change to warm tone Hue: 4/Colour saturation: 0 Colour saturation is reduced while bringing out the vividness of the scene



Change to cool tone Hue: 15/Colour saturation: -1 A realistic atmosphere is produced with a transparent feel.



Change to monochrome Hue: 6/Colour saturation: -4 The three-dimensionality of each part of the image is enhanced with a red filter effect.

Partial Color (Art Filter)

The Colour Ring allows you to intuitively select which **colour to keep**. Turn the main dial to select the colour you want to keep and emphasise. There are 18 colours including neutral colours to choose from.

