



PRESSRELEASE

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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 shown in silver and black with the M.Zuiko 12mm F2.0 lens

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Olympus Imaging Australia 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

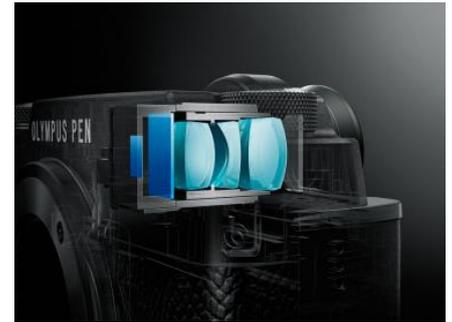
1. Classic design styling with ‘masterpiece’ craftsmanship and finish quality
2. 20 megapixel Live MOS sensor
3. 5-Axis VCM Image Stabilisation (in-built) with up to 5 EV¹ stability
4. Shortest shutter release lag² in the compact system camera class of 44ms; 1/8000th shutter speed; max. 10 fps³ sequential shooting
5. Creative Dial: Monochrome & Colour Profile that simulates the characteristics of classic colour and B&W films; Art Filter and Colour Creator
6. 2.36M dot OLED electronic viewfinder with aspherical optics for ultra-low viewing distortion (100% view; 0.62x magnification)
7. Swivel 3.0 inch Touchscreen LCD with 1037k dots
8. High-res Shot captures 50MP jpegs or 80MP RAW shots
9. Full-HD movie (24, 25, 30 or 60 fps frame rates) with 5-Axis IS stability
10. Silent Mode for stealth shooting
11. Built-in Wi-Fi (OI.Share app for smart devices 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 presets 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

RELATED ACCESSORIES AND PRODUCTS



**CBG-11 PR Premium
Leather Camera Bag**

(sold separately)



**CS-48 PR Premium
Wrapping Cloth**

(sold separately)



**CSS-S120L PR Premium
Leather Shoulder Strap**

(sold separately)



ECG-4 External Grip

(sold separately)

Pricing, Colours & Availability



BLACK



SILVER

The Olympus PEN_F is available in black and silver, and will be on sale from mid February 2016. Recommended retail prices are to be announced.

About Olympus

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TECHNOLOGY & FEATURE 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 results 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.

High Res. 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 images are captured in this special mode with brilliant resolution and colour clarity.

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 preset. Both Monochrome and Colour Profile Control functions feature default preset profiles that simulate the visual 'flavour' of classic black-and-white and colour films. The user can modify these preset profiles to suit to taste.

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 (preset 1), there is also the Classic Film B&W (preset 2) for a monochrome film effect with high contrast, and the Classic Film IR (preset 3) for an effect that simulates B&W infrared film.

TECHNOLOGY & FEATURE ADDENDUM continued

B) Color Profile Control

In this mode, the saturation of 12 colours can be adjusted 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 (preset 1) there is also the Chrome Film Rich Colour (preset 2) which gives deeper colour tones, and Chrome Film Vivid Saturation (preset 3) which captures images with even more vibrant colours

4. 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 Peaking functions are available to assist manual focus.

5. 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^{*7} 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.

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}
- Live View Boost 2 makes it possible to focus and compose shots while checking distant stars in Live View during astrophotography
- The shutter release button features a threaded socket to enable the use of a mechanical cable release