

## PRESSRELEASE

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### Never Stop the Journey | Olympus OM-D E-M10 Mark III Interchangeable Lens Camera

Blur-free 4K video and high-quality images in any scene with 5-axis image stabilisation



**SYDNEY – 31 August 2017**

Olympus Australia is pleased to announce the Olympus OM-D E-M10 Mark III with availability to market scheduled for mid-September 2017. Designed with style, ergonomics and portability in mind the OM-D E-M10 Mark III is a full featured compact and lightweight Micro Four Thirds camera capable of 4K video and stunning images.

The OM-D E-M10 Mark III is equipped with Olympus' renowned high-performance in-body 5-axis image stabilisation and the TruePic VIII image processor from the acclaimed flagship OM-D E-M1 Mark II. This powerful combination delivers stunningly sharp images and beautiful high-definition hand-held 4K movies with ease. The camera also features a new AP (Advanced Photo) mode delivering more advanced photography features, such as Live Composite and Multiple Exposure, with minimal fuss. Delivering four camera assist shooting modes that are directly accessible from the mode dial, allowing even first-time interchangeable lens camera users to shoot beautiful images with ease.

Featuring 121-AF points across the sensor area the OM-D E-M10 Mark III can capture subjects at up to 8.6 frames per second. For enhanced usability the camera includes a 3" tilting LCD display, a 2.36 million-dot OLED electronic viewfinder and built-in Wi-Fi for easy sharing and control via a smartphone.

The OM-D E-M10 Mark III is perfect for photography enthusiasts and those who want to capture the world beautifully and easily.

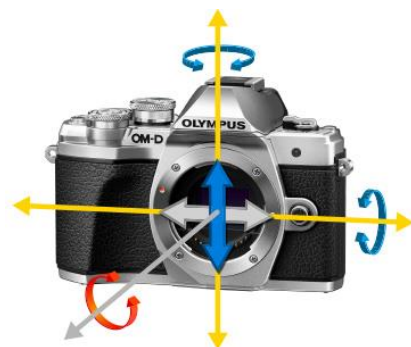
#### Feature Highlights

1. In-body 5-axis image stabilisation for blur-free, high-quality images in any scene
2. 4K video recording
3. 16 megapixel Image Sensor & TruePic VIII Image Processor
4. Four camera assist shooting modes from full auto to advanced creative shooting
5. High-speed AF performance with 121- AF points & touch operations to capture any subject
6. Burst shooting at 8.6fps
7. 2.36 million-dot OLED electronic viewfinder
8. Easy smartphone connection and sharing with built-in Wi-Fi
9. Built-in pop-up flash
10. 3" tilting touchscreen LCD
11. Compact timeless body design with functionality

## Main Features

### In-body 5-axis image stabilisation for blur-free high-quality images always

The combination of the 5-axis image stabiliser and TruePic VIII image processor, the OM-D E-M10 Mark II delivers users of all levels beautiful blur-free images and movies in any shooting scene without using a tripod. A maximum of four shutter speed steps of compensation performance<sup>1</sup> provides pin-sharp photos with high image quality where camera shaking is prominent, such as night scenes, dim indoor conditions, and when using telephoto lenses. Because the OM-D E-M10 Mark III's image stabilisation is built into the camera body, it provides beautifully stable images no matter what lens is attached to the camera. This powerful 5-axis image stabilisation also works well in 4K movies, where camera shake tends to be particularly noticeable, providing beautiful, high-definition hand-held 4K movies.



### Four camera assist shooting modes from full auto to advanced creative shooting

These include AUTO, SCN (Scene), and the new AP (Advanced Photo) and ART (Art Filter) modes. These useful shooting modes are assigned to the mode dial for easy access. In AUTO mode, the camera analyses the scene and makes all the necessary adjustments to capture beautiful photos. With this mode, anyone can capture blur-free, pin-sharp photos even in dimly lit indoor situations, as the camera automatically selects the optimal settings by detecting the shooting scene and subject. The new scene recognition algorithm can also detect faster movements and adjust the shutter speed accordingly. In SCN (Scene) mode, simply choose one of six themes and select the style of image most like the scene you want to capture on the LCD touchscreen to activate optimal settings. The new AP (Advanced Photo) mode delivers more advanced photography features, such as Live Composite and Multiple Exposure, with minimal fuss. Bleach Bypass is a new filter in ART (Art Filter) mode that expands the range to maximise your photographic expression. This new option reproduces the silver retention method (bleach bypass) used when developing film. There are two filter variations available. Type I produces a high contrast, faded saturation look whilst Type II, produces a nostalgic vibe - reminiscent of old film.



## Main Features cont.

### Compact timeless body design with functionality

The OM-D E-M10 Mark III has a compact and lightweight body that can be easily taken along anywhere with you. Although the body itself is compact, the camera is designed for ease of use with an easy-to-hold grip. Additionally, the generous size of buttons and dials allow for easy and ergonomic camera operation. This all-in-one body is equipped with a variety of features for different shooting styles and situations. This includes a high-definition electronic viewfinder, a tilting rear LCD monitor with smartphone-like touch operations, and a built-in flash - perfect for a variety of shooting situations.



### High-speed AF performance with touch operations to capture any subject

The OM-D E-M10 Mark III is equipped with high-speed AF for fast focusing on quickly-moving subjects in order to capture beautiful, sharp, focused images.



Using the E-M10 Mark III's Touch AF Shutter to simultaneously focus and release the shutter when utilising the camera's rear touchscreen monitor ensures that you'll never miss that perfect moment. It also features the same 121 AF points as found in the OM-D E-M1 Mark II flagship model that covers the majority of the imaging area, so that you can focus a subject anywhere on the monitor. It is also equipped with Face Priority AF and Eye Detection AF to ensure proper exposure and sharp focusing on the face or eye of the person closest to the camera – a feature useful for portrait shooting. C-AF, for continuous focusing on moving subjects, and high-speed sequential shooting, for capturing split-second expressions, are also available.



### Easy smartphone connection and sharing with built-in Wi-Fi

Many people enjoy posting photos on social media to share memories with their friends. The OM-D E-M10 Mark III is equipped with built-in Wi-Fi, which can be used in conjunction with the Olympus Image Share (OI.Share) smartphone app. Users can easily connect to a smartphone or tablet and transfer recorded images<sup>2</sup> for quick upload to social media. Simply scan the QR code displayed on the camera's rear LCD monitor with a smartphone to connect. A smartphone can also be used as a remote control for shooting memorable photos<sup>3</sup>, whilst also adding GPS data to the image meta data for displaying photos on a map.

## Other Features

### Shortcut button for improved controls and instant access to key settings

The Shortcut button on the left-hand side of the camera can instantly display the shooting menu, and quickly set or switch shooting modes. For example, you can simply press the Shortcut button while shooting in an SCN (Scene) mode to quickly switch to another scene mode.

### Smooth settings and adjustments with the arrow pad, Fn (Function) button, and two dials

Four settings (ISO settings, flash settings, drive settings and focus settings) are assigned to the four buttons of the arrow pad allowing for quick and easy access to core camera settings. The customizable Function button provides flexibility for the user so that their favourite function or feature can be quickly activated. Just as on the OM-D E-M1 Mark II flagship interchangeable lens camera, this model is equipped with two dials on the upper section of the body, which can be used to change settings and make smooth adjustments.

\*1 M.Zuiko Digital ED 14-42mm f/3.5-5.6 EZ at a focal distance of f=42mm (35mm equivalent: f=84mm), conforms to CIPA standards, when corrected on 2 axes (yaw and pitch).

\*2 Transferable images: JPEG and MOV.

\*3 Smartphone function. AUTO, SCN, ART, P, A, S, M and Movie are supported.

### Pricing, Colours & Availability



The Olympus OM-D E-M10 Mark III will be available in silver and black from mid-September 2017.

RRP from \$999 AUD / \$1,199 NZD

### About Olympus

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## System Accessories Summary

| Product Name   | RRP      |          | Launch Date         |
|--|----------|----------|---------------------|
|  | AUD      | NZD      |                     |
| Genuine Leather Body Jacket CS-51B (Black/Brown)                             | \$79.00  | \$89.00  | September 15, 2017  |
| Genuine Leather Lens Cover LC-60.5G (Light Brown/Brown/Black/White)          | \$69.00  | \$89.00  | Currently available |
| Soft Camera Case CS-44SF (Black)   | \$69.00  | \$79.00  | Currently available |
| Multipurpose Case CS-50SF (Black/Beige)                                      | \$49.00  | \$69.00  | Currently available |
| Genuine Leather Shoulder Strap CSS-S109LL II (Light Brown/Brown/Black/White) | \$69.00  | \$89.00  | Currently available |
| Genuine Leather Strap CSS-S119L (Black/Brown)                                | \$99.00  | \$139.00 | Currently available |
| Shoulder Strap CSS-P118  | \$49.00  | \$69.00  | Currently available |
| Large Eyecup EP-16   | \$39.00  | \$49.00  | Currently available |
| Camera Bag CBG-10  | \$299.00 | \$379.00 | Currently available |
| Quilted Case CS-43   | \$35.00  | \$39.00  | Currently available |
| Wrapping Cloth CS-35   | \$39.00  | \$59.00  | Currently available |
| Automatic Opening Lens Cap LC-37C  | \$49.00  | \$59.00  | Currently available |
| Rechargeable Lithium Ion Battery BLS-50                                      | \$89.00  | \$129.00 | Currently available |
| Rechargeable Lithium Ion Battery Charger BCS-5                               | \$89.00  | \$129.00 | Currently available |

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