

## PRESSRELEASE

07.02.2018

### Olympus PEN E-PL9 Compact System Camera

A sophisticated design with the power to express your photographic imagination.



**SYDNEY – 7 February 2018**

Olympus Australia is pleased to announce the Olympus PEN E-PL9 with availability to market scheduled for March 2018. Featuring a flip down selfie screen and packed with a variety of features, the PEN E-PL9 makes photography more enjoyable. The Art Filter mode allows for more creative images, and a versatile array of interchangeable lenses further expand your photographic expression by providing different perspectives or beautiful defocusing effects for outstanding images. Featuring an easy to use connection to smartphones and automatic transfer function makes sharing images on social media easier than ever before. This compact, lightweight, sophisticated, and easy to use high-performance interchangeable lens camera is incredibly portable when combined with the M.Zuiko Digital ED 14-42mm F3.5-5.6 Electronic Zoom lens.

The PEN E-PL9 features built-in Bluetooth® in addition to Wi-Fi to make it easier to connect to a smartphone and share images on social media. With in-body 3-axis Image Stabilization<sup>2</sup> and the latest image processor TruePic VIII (from the flagship OM-D E-M1 Mark II) reduces noise in various scenes producing clear images. Producing ultra-High definition 4K videos, the E-PL9 has outstanding image quality for both hand-held beautiful videos and photos.

#### Feature Highlights

1. In-body 3-axis image stabilisation for blur-free, high-quality images
2. 16.1 megapixel Image Sensor and TruePic VIII image processor
3. High-definition 4K video recording
4. 16 original Art Filters for adding impressive finishing touches to images
5. Easy smartphone connection and sharing with built-in Bluetooth® and Wi-Fi
6. Burst 8.6 fps high-speed sequential shooting
7. Built-in pop up flash
8. Flip-down LCD selfie screen
9. Compact, sophisticated design with foil stamping and inking

## **Built-in Art Filter modes and features for more creative images, and make beautiful defocusing effects using interchangeable lenses**

The E-PL9 features 16 Olympus original Art Filters for producing impressive image effects. The newly added **Instant Film filter** creates a modern yet nostalgic feel to images. Advanced photography techniques such as Live Composite and Multi-exposure shooting are included in AP (Advanced Photo) mode, allowing anyone to enjoy complex shooting techniques with minimal difficulty. By simply touching the SCN (Scene) mode, the camera allows you to select appropriate shooting themes according to the environment.

The Touch AF Shutter function makes selfies (self-portraits) easy for both still images and movies, simply by touching the screen on the flip down LCD monitor. When the monitor is flipped down, it automatically switches to a mirror display where e-Portrait, the shutter, video recording, playback, and the custom self-timer can be operated using touch operations on the LCD monitor. Interchangeable lenses deliver an option for expressive and high image quality, including capturing portraits with beautiful natural background blurs, and dynamic snapshots with an enhanced sense of perspective.

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

Many people enjoy posting photos on social media to share memories with their friends. The E-PL9 is equipped with built-in Bluetooth® and Wi-Fi in conjunction with the Olympus Image Share (OI.Share) smartphone app, to view and transfer images on the camera to a smartphone. This model is also equipped with a new function to transfer images to your smartphone automatically. If you find images you like while browsing through images on the camera, simply press the Share Order button on the back of the camera. The selected images will then be transferred to your smartphone once the camera is turned off.<sup>2</sup>

## **A compact, lightweight body with a simple, sophisticated body design**

The E-PL9 has a leather-like body material with finer details such as foil stamping and inking on the body, creating a simple, sophisticated and modern touch.

Incredibly portable combined with the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ lens, it makes for a compact camera that fits in the palm of your hand. The grip has been modified to achieve a shape that is easier to hold. Four body colors are available to match your style; white, black, brown, and blue.

1. Foil stamping and detailed inking



**New Art Filter: Instant Film**



**Olympus Image Share**



## Blur-free high image quality and AUTO shooting mode for simple operation

The E-PL9 is equipped with 3-axis in-body Image Stabilization<sup>2</sup>, which delivers powerful image stabilisation performance when shooting night scenes, dim indoor scenes, and when using telephoto lenses. The latest TruePic VIII image processor addition used on Olympus' OM-D E-M1 Mark II flagship model, reduces noise and produces clear and precise images. Ultra-High definition 4K video is also supported, creating outstanding image quality for both hand-held beautiful videos and photos. In addition, AUTO mode detects the optimal shooting settings to capture the best image quality taken in any environment, while maximum 8.6 fps high-speed sequential shooting allows you to never miss split-second subject expressions.

## Other Features

1. The built-in flash can be used to reduce blur when night shooting
2. Versatile AF functions make it possible to quickly focus on a facial features
3. Olympus Image Share (OI.Share) newly includes the "Camera How To" section which introduces tutorial videos of how to shoot with the E-PL9

## Separately Available Accessories

### Lens Case, CS-52 (New)

The CS-52 is a compact lens case for storing interchangeable lenses and will be released in conjunction with the E-PL9. The case features design details such as a grainy cloth and refined metal clasps. The hand strap can be looped over your wrist so you can keep both hands free when changing lenses. For added functionality, the mounting bracket can be hung on the handle of a bag for easy locating when the lens case is in your bag. Lenses that can be stored in the case include the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ, M.Zuiko Digital 45mm F1.8, M.Zuiko Digital 25mm F1.8, M.Zuiko Digital ED 30mm F3.5 Macro, M.Zuiko Digital ED 40-150mm F4.0-5.6 R.



**New Lens Case, CS-52**

<sup>1</sup> When the smartphone OS version is Android 6.0 or later, images are not transferred automatically when the smartphone display is in sleep mode (when the smartphone screen is off). On iOS devices, Olympus Image Share (OI.Share) must be launched first.

<sup>2</sup> Up to 3.5 shutter speed steps. M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ lens at a focal distance of f=42mm (35mm equivalent: f=84mm), conforms to CIPA standards, when corrected on 2 axes (yaw and pitch).

### Pricing, Colours & Availability



Black



White



Brown



Blue

The PEN E-PL9 SLK (EZ14-42 mm lens) will be available in black, white, and brown from March and blue from June 2018.

RRP \$1,099 AUD/ \$1,299 NZ

### About Olympus

Olympus Australia Pty Ltd is a subsidiary of Olympus Corporation, headquartered in Japan. Olympus Australia Consumer Division is responsible for the marketing and distribution of Olympus consumer products in Australia and New Zealand, and through Olympus agents and dealers in Papua New Guinea, Tahiti and the South Pacific region.

The Olympus consumer range encompasses still and video imaging products, binoculars and digital audio recorders. Your Vision, Our Future. [olympus.com.au](http://olympus.com.au)

**For further information or high-resolution images please contact:**

#### Olympus Australia

Sayaka Miyashita

(02) 9886 3992

[consumer.marketing@olympus.com.au](mailto:consumer.marketing@olympus.com.au)

## System Accessories Summary

Product Name	RRP		Launch Date
	AUD	NZD	
Lens Case, CS-52	TBA	TBA	Late March, 2018
Genuine Leather Body Jacket, CS-45B (Light Brown/Brown/Black/White)	\$79.00	\$109.00	Currently available
Genuine Leather Lens Cover, LC-60.5GL (Light Brown/Brown/Black/White)	\$69.00	\$89.00	Currently available
Multi-purpose 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
Water-repellent Genuine Leather Strap, CSS-S119L (Black/Brown)	\$99.00	\$139.00	Currently available
Quilted Cushion Case, CS-43	\$35.00	\$39.00	Currently available
Wrapping Cloth, CS-35	\$39.00	\$59.00	Currently available
Automatic Open/Close Cap, LC-37C	\$49.00	\$59.00	Currently available
Lithium Ion Rechargeable Battery, BLS-50	\$89.00	\$129.00	Currently available
Lithium Ion Battery Charger, BCS-5	\$89.00	\$129.00	Currently available

Specifications are subject to change without notice.

Company names and product names contained in this release are trademarks or registered trademarks of their respective companies.