PRESSRELEASE

13.04.2015

New Stylus Tough TG-4 flagship compact camera brings class-leading imaging to underwater photography

Super-rugged Tough TG-4 impressively captures the beauty of underwater world in High Dynamic Range and has new RAW file recording capability

SYDNEY – 13 April 2015

Olympus Imaging Australia has today announced the Stylus Tough TG-4 compact digital camera, the new flagship model in its acclaimed "Tough" range of ruggedised digital compacts.

The waterproof, dustproof, shockproof, crushproof and freezeproof Stylus Tough TG-4 significantly improves underwater imaging with Underwater High Dynamic Range (UW HDR) shooting, RAW file recording, and a convenient dedicated UW setting on the mode selector dial. New Live Composite shooting mode for long exposures, Autofocus (AF) point selection and improved telephoto macro capabilities are part of the exciting feature enhancements to the flagship Tough series. Its high performance F2.0 zoom lens lets you capture clear pictures in natural light, even at night.

The Stylus Tough TG-4's new UW HDR shooting mode brings a new level of beauty to underwater pictures taken in natural light. This special multi-shot setting assures that details in the dark shadows and bright highlights of high contrast underwater scenes can be clearly captured when they are usually lost in normal exposures. The underwater world can now be captured closer to what you'd see with the naked eye. For editing flexibility, the new RAW picture format enables you to further fine tune your photos using Olympus' Viewer app, available for both Mac OS and Windows. The camera's dedicated UW shooting mode is now instantly at your command with a dedicated setting on the TG-4's mode selection dial; all camera settings including white balance and colour are automatically optimised for clear UW photography at a touch.

Feature highlights

1. F2.0 zoom lens (25-100mm f2.0-4.7; 4X zoom)
2. 16 Megapixel CMOS
3. Waterproof 15m; Dustproof; Shockproof 2.1m; Crushproof 100kgf; Freezeproof -10C
4. Underwater HDR
5. Dedicated UW setting on mode dial
6. RAW file support
7. Variable Macro System with Focus Bracketing & Stacking; 1cm Super Macro at all zoom settings; Digital microscope (up to 44.4x)
8. GPS + Wi-Fi (with Olympus OI-Track & OI.Share app compatibility)
9. 3 inch LCD screen (460K dots)
10. Optional lens bayonet mounted accessories: Waterproof lens converters (0.74x Fisheye – 18.5mm; and 1.7x Telephoto – 170mm); LED Light Guide ring macro light

The new Stylus Tough TG-4 lets you take better long exposure pictures than ever before with its new Live Composite feature. Live Composite combines multiple shots taken over the long exposure with the result that dark night skies remain perfectly dark with the bright star trails and firework bursts optimally exposed. The camera's AF point is now selectable using the 5-way toggle pad for accurate focusing on off-centre subjects.

As the supreme macro imaging compact camera, the Stylus Tough TG-4's powerful Variable Macro System (VMS) helps you photograph the smallest subjects with astonishing clarity. Its Microscope Mode provides sophisticated image stacking for enhanced depth of field, focus bracketing for pin-point subject isolation and even manual focusing. Stunning close-up pictures can be taken of a subject just 1cm away from the front of the lens across wide-angle to maximum telephoto range. With the Tough TG-4, these unique macro shooting functionalities can now be applied to subjects up to 30cm away with the lens set to 100mm. The TG-4 can be used as a pocket sized digital microscope with up to 44.4x magnification in its Microscope Control mode.

The Stylus Tough TG-4's built-in GPS and Wi-Fi enables convenient geo-oriented imaging and social picture sharing with smartphones running Olympus OI.Track and OI-Share apps (iOS and Android). GPS accuracy is extremely precise with dual GLONASS and QZSS compatibility. Outdoor multi-functions include an electronic compass, barometer and altimeter. Camera shooting can also be remotely controlled from a smartphone via WiFi with the OI.Share app.

The high-performance 4x aspherical zoom lens of the Stylus Tough TG-4 provides a versatile 25-100mm lens range with bright F2.0-4.7 maximum apertures. Optional waterproof 0.74x fisheye lens (18.5mm) and 1.7x telephoto lens (170mm) converters can be attached to the front of the camera's lens via a bayonet mount, expanding your shooting range substantially.

The Stylus Tough TG-4 is the ultimate compact camera for your rugged outdoor lifestyle, on land and underwater.

Additional Key Features –

- Time Lapse Movie[12] for fixed-point observation shooting of flowers opening, the movement of people, and the movement of clouds.
- High-speed movie[13] (with high frame rates) for capturing high speed action; with slow motion playback.
- Seven types of Art Filters for a variety of creative expressions
- CMOS Shift Image Stabilisation equipped with algorithms of OM-D and PEN series cameras

RELATED ACCESSORIES AND PRODUCTS

CSCH-123 – ORANGE
also available in light blue

LG-1 LIGHT GUIDE

CSCH-122 SILICONE CASE

Pricing, Colours & Availability

BLACK

RED

The Olympus STYLUS TG-4 will be available in Black and Red from May 2015. Recommended retail price of $499 AUD/$579 NZD

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 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**

[redacted]

FEATURE & TECHNOLOGY ADDENDUM

1. High-speed f2.0[1] lens makes high-quality images with reduced blur possible even in low light conditions

1) High-speed f2.0[1] lens

The f2.0[1] aperture produces an extremely bright lens. This enables shooting at a lower ISO speed in poor lighting conditions indoors and outdoors, resulting in beautiful images with minimal noise. Higher shutter speeds can also be used so that even moving subjects can be captured sharply.

2) High-quality image coverage for normal-usage regions from wide-angle to telephoto

This lens boasts a wide-angle 25mm[9] to a mid-telephoto 100mm[9] range; optimal for general photography. The pinnacle of Olympus lens technology represented by the DSA (Dual Super Aspherical) lens, and the same high performance optical materials as used in Olympus interchangeable lens cameras has been applied to the design of this sophisticated zoom lens. The DSA lens boasts a high refractive index and powerful aberration compensation capabilities in a single lens element. In addition, HD (High Refractive Index & Dispersion) and HR (High Refractive index) lenses are used to suppress colour bleeding which tends to occur in bright, wide-angle zoom lenses.

3) TruePic VII image processor for Interchangeable Lens Camera

This model is equipped with the same high-performance TruePic VII image processor as the Olympus flagship interchangeable lens camera, OM-D E-M1, providing the ultimate in image quality when combined with the 16.0 megapixel[10] back-lit CMOS sensor.

2. Waterproof to depths of 15m[2], Dustproof[3], Drop/Shock-proof to 2.1m[4], Freezeproof to -10ºC[5], and Crushproof to 100 kgf[6]

1) The ultimate Tough performance in the series

With waterproof capabilities down to depths of 15 m[2], this camera can be used to shoot underwater at beginners diving depths without an underwater case. Additionally, with drop/shock-proof to 2.1 m[4], you can rest assured that the camera will be fine even if dropped. Because camera operation is guaranteed to -10ºC[5], shooting possibilities are wide open, from colder climates to mountains, and everything in between. As the forerunner of developing these capabilities in a camera, Olympus can provide the ultimate Tough performance in the Tough series flagship model.

2) The balance between easy operation and premium design

Along with a focus on the hold for the grip, the large and easy-to-press buttons are laid out in the optimal positions and angles for ease of use in outdoor situations.

To enhance durability and reliability, a large metal ring is attached around the lens, with design inspired by classic diving watches. The finger hold grooves on the ring were individually cut for a beauty and durability.

[1] At the wide angle of a focal length of 25mm (35mm equivalent).
[2] Waterproof functionality is equivalent to JIS/IEC protection class 8 (IPX8) (Based on Olympus in-house measurement conditions).
[3] Equivalent to JIS/IEC protection class 6 (IPX6) (Based on Olympus in-house measurement conditions).
[4] Based on Olympus in-house measurement conditions.
[5] The number of possible images is reduced at low temperatures.
[6] Kilogram-force (kgf) is the unit for measuring force exerted on a body. (Based on Olympus in-house measurement conditions).
[7] "Wi-Fi" is a registered trademark of the Wi-Fi Alliance.
[8] Depending on the country/region of use, different laws and regulations may be applicable regarding the use of the GPS function. Be sure to always abide by these laws. Be sure to turn off the GPS function in places where its use is forbidden or restricted, such as inside airplanes. The computer software (OLYMPUS A-GPS Utility) or the smartphone application (OLYMPUS Image Track) is required to update Assist GPS data.

3. Variable Macro System for flexible and superb macro shooting

1) Microscope mode

This special shooting mode lets you photograph subjects from up to 10mm away (from the front of the lens). At the zoom focal length of 100mm[9] subjects are magnified up to approximately 6.9x[9], and at Super Resolution Zoom up to approximately 13.8x[9]. The shooting range when Microscope Mode is set, which used to be between 10 to 100mm on previous models, has now been expanded to between 10 to 300mm for easier use and a greater degree of freedom in composing shots. Capture images of the microscopic natural world that cannot be seen with the naked eye, such as insects, veins on a leaf, and snowflake crystals, making outdoor photography all the more enjoyable.

Additionally, slow synchronisation flash mode is now available during flash photography on the TG-4 Tough for better balance between the subject and background in photos.

2) Microscope control mode

This mode lets you confirm the display magnification factor on the rear LCD screen when the subject is 10mm away. You can also switch the display magnification factor in steps from 1x, 2x, 4x, 1x, just as if using the objective lens in a microscope for variable magnification shooting. You can magnify 1mm subjects for shooting up to a maximum of 44.4mm. With the zoom lever you can seamlessly change the magnified display factor.

3) Focus stacking mode[11]

As the magnification factor becomes higher, the area in focus (depth of focus) becomes narrower, and the subject overall becomes less sharp. This function captures eight different shots continuously while shifting the focus from the foreground to the background. Then, only the areas in focus are extracted and merged so that a photo with a deep focus is composed. This function is perfect for recording nature macro shots that have inherent shallow depths of field due to proximity.

4) Focus bracketing mode

This function continuously captures multiple images while shifting the focus from the foreground to the background. You can select the shift amount and number of shots ahead of time in three steps from the menu screen. This mode makes it easy to pinpoint capture a shallow subject such as pistils on a flower for accurate focusing.

4. Wi-Fi[7] with smartphone linkage function, and high-precision GPS[8]

1) Wi-Fi[7]

The camera can be connected to a smartphone using iPhone and Android compatible smartphone application OLYMPUS Image Share (OI.Share). You can easily upload images to the social networking servies via smartphone. A smartphone can also be used to remote controle the camera. Shooting in each mode, P, iAuto, and Microscope mode while viewing the camera's Live View screen on a smartphone is possible.

For the initial connection, all you need to do is scan the QR code displayed on the camera screen with a smartphone. From the second time onwards, simply activate Wi-Fi[4] so that the camera is automatically connected to a smartphone.

2) GPS[8]

The ability to record location information in images, as well as the route travelled to an SD card maximises the enjoyment of documenting outdoor activities and travels. Not only is the TG-4 Tough equipped with the GPS, but it is also compatible with GLONASS and QZSS for high positioning accuracy. Additionally, the computer software (OLYMPUS A-GPS Utility) or the smartphone application OLYMPUS Image Track (OI.Track) can be used to obtain satellite orbital information ahead of time via the Internet for drastically reduced times from the beginning of positioning until information is received.

5. Advanced power user features

1) RAW recording

RAW images as well as JPEG images can be recorded simultaneously. When using the included software OLYMPUS Viewer 3, you can fine tune parameters such as exposure, contrast, white balance, and colour balance. This function is designed to expand the possibilities of creativity that meets the needs of advanced users.

2) AF Target selection

AF Target selection is now included on the camera for more convenient macro shooting. Using the arrow pad, you can set your preferred focus area to enhance focusing accuracy. In macro shooting where tripod is frequently used, this feature lets you frame the shot, lock the camera in place, and focus on the main subject, providing a greater degree of freedom when shooting.

3) Activate custom settings from the mode dial

Two custom modes (C1, C2) are now available on the mode dial so you can save your favourite settings. Simply turn the dial to activate a customised setting for quick and intuitive controls when shooting.

4) Live Composite

The bright sections from multiple, sequentially shot images are extracted and composited to capture beautiful light trails of everything from the movement of the stars, to fireworks and city lights. You can also enjoy unique shots by creating light art with a pen light, writing or drawing in the air. Simply press the shutter button to start shooting and watch the results on the monitor.

5) Underwater HDR

Underwater mode is now available on the mode dial for powerful support when shooting underwater. The popular Underwater Snapshot, Underwater Wide 1 and 2, Underwater Macro, and new Underwater HDR can quickly be selected to match the scene in which you want to shoot. Underwater HDR effectively corrects underwater colour tones and changes the exposure while shooting multiple images to create an underwater HDR photo. This feature enables capturing balanced subjects even in scenes with high contrast.

Other Features

- Time Lapse Movie[12] for fixed-point observation shooting of flowers opening, the movement of people, and the movement of clouds.
- High-speed movie[13] (with high frame rates) for capturing high speed action; with slow motion playback.
- Seven types of Art Filters for a variety of creative expressions
- CMOS Shift Image Stabilisation equipped with algorithms of OM-D/PEN series cameras

[9] 35mm equivalent.
[10] Camera effective pixels.
[11] Use of tripod is recommended. The maximum number of recording pixels is 8.0 megapixel equivalent. Processing may take some time.
[12] Limited to Motion JPEG (10fps) recording format.
[13] The movie size is 320 x 240 at 240 fps, and 640 x 480 at 120 fps. A single recording is limited to 20 seconds.