

# PRESSRELEASE

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## The first high-magnification zoom lens in the M.ZUIKO PRO category with powerful image stabilisation

Dustproof, splashproof and freezeproof high-performance lens designed to provide excellence in imaging performance whilst on the go.



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Olympus Imaging Australia is pleased to announce the new M.Zuiko Digital ED 12-100mm f4.0 IS PRO (35mm equivalent: 24-200mm). This compact, lightweight, high-performance, high-magnification professional zoom lens features a dustproof, splashproof and freezeproof (-10°) construction along with an image stabilization mechanism. Conforming to the Micro Four Thirds System standard the lens provides amazing mobility and portability. When combined with a compatible camera body, 5-axis sync IS is supported, enabling the world's most powerful 6.5 shutter speed steps of compensation performance<sup>\*1</sup>, expanding the range of hand-held shooting scenes.

This high-magnification zoom lens is an addition to the M.Zuiko PRO category, that possesses excellent optical performance, dustproof, splashproof and freezeproof (-10°C) performance, providing excellent image quality in any circumstance. This compact, lightweight, zoom lens cover a focal length that requires two average zoom lenses, while maintaining the widest aperture value of f4 across the entire zoom range. Special lenses such as DSA (Dual Super Aspherical) lenses, ED lenses, and Super HR lenses are lavishly used to minimize aberrations and meet the needs of pro photographers with excellent image quality.

The in-body image stabilization and in-lens image stabilization work in concert to form the expanded 5-axis sync IS with the world's most powerful 6.5 shutter speed steps<sup>\*1</sup> of compensation performance.

This lens also boasts excellent close-up shooting properties, making it possible to shoot 1.5 cm away from the end of the lens (closest focusing distance: 15cm), while maintaining a maximum shooting magnification of 0.3x (35mm equivalent: 0.6x) at 12mm wide-angle setting.

It features a compact, dustproof and splashproof construction with excellent mobility and powerful image stabilization for expanded hand-held shooting.

### Feature Highlights

1. 12-100mm focal length (24-200mm: 35mm equivalent)
2. Constant F4.0 across focal length zoom range
3. Compact, lightweight, high-performance, high-magnification zoom lens with amazing mobility for professionals
4. 5-axis sync IS with the world's most powerful 6.5 shutter speed steps (For the use of NDA meeting: 6.0 shutter speed steps) of compensation performance<sup>\*1</sup>
5. Macro capabilities with a closest working distance of 1.5cm and a maximum shooting magnification of 0.6x (35mm equivalent)

## Main Features

### 1. Compact, lightweight, high-performance, high-magnification zoom lens with amazing mobility for professionals

The compact, lightweight high-magnification zoom lens has been added to the high-performance M.Zuiko PRO series in response to demands from pro photographers. Lavish use of special lens elements provides a high magnification factor and excellent resolution packed in a small body.

DSA (Dual Super Aspherical) lenses, HR (High Refractive index) lenses, and Super HR (Ultra High Refractive index) lenses are combined to effectively correct aberrations and minimize the number of lenses in the configuration which made the overall length of the lens shorter.

The use of glass materials with a higher refractive index than previously used in the DSA lens has resulted in smaller lens diameter. This makes it possible to build a single lens that covers the focal length of two average f4 zoom lenses. By using multiple ED lenses, color bleeding that tend to occur on telephoto shooting is thoroughly reduced, maintaining high resolution even up to the edges of images across the entire zoom range.

Z Coating Nano technology is effectively used for sharp, clear image quality, as well as significantly reducing ghosts and flaring in backlit situations and making shooting effective when strong light sources are present in the screen.

### 2. 5-axis sync IS with the world's most powerful 6.5 shutter speed steps of compensation performance<sup>\*1</sup>

The lens is equipped with a built-in image stabilization system for comfortable shooting across the entire high-magnification zoom range. 5-axis sync IS that works together with the camera's in-body 5-axis Image Stabilization achieves the world's most powerful 6.5 shutter speed steps of compensation performance<sup>\*1</sup> when combined with a compatible camera body.

Because the in-lens image stabilization alone provides 5 shutter speed steps of compensation performance<sup>\*1</sup>, this appealing lens can be used even with other camera bodies not equipped with image stabilization.

### 3. Macro capabilities with a closest working distance of 1.5cm and a maximum shooting magnification of 0.6x (35mm equivalent)

The closest focusing distance at 12mm wide-angle is 15cm, making it possible to take close-up shots up to 1.5cm away from the end of the lens, and macro shooting capabilities with the maximum shooting magnification of 0.3x (35mm equivalent: 0.6x) open up new possibilities of expression.

The lens design features superb close-up shooting performance even at other focal lengths, with a closest focusing distance of 45cm, a working distance of 27cm, and a maximum shooting magnification of 0.21x (35mm equivalent: 0.42x) at a 100mm telephoto setting (35mm equivalent: 200mm).

<sup>\*1</sup> As of September 2016. CIPA guideline compliant, when correction is carried out on two axes (yaw and pitch). Focal length: 100mm (35mm equivalent: 200mm), halfway release image stabilization: OFF, compatible body: OM-D E-M1 firmware Ver.4.x/E-M5 Mark II firmware Ver.2.x/PEN-F: equivalent to 6.0 shutter speed steps.

### Pricing & Availability



BLACK

The Olympus m.ZUIKO 12-100mm f4.0 PRO Lens is available in black only and will be on sale from October 2016. Recommended retail price for the lens is \$1799AUD \$2199NZD.

### About Olympus

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