

PRESSRELEASE

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Premium macro lens with a maximum image magnification of 2.5x^{*1}, the highest in its class

The M.Zuiko Digital ED 30mm f3.5 Macro lens for advanced amateurs to entry-level users capturing macro photography.



SYDNEY – 20 September 2016

Olympus Imaging Australia is pleased to announce the premium macro lens, M.Zuiko Digital ED 30mm f3.5 Macro (35mm equivalent: 60mm), that conforms to the Micro Four Thirds System standard with a maximum image magnification of 2.5x (35mm equivalent).

The new M.Zuiko Digital ED 30mm f3.5 premium macro lens features a maximum image magnification of 2.5x^{*1}, that is the highest in its class, and the high powered magnification ability to approach subjects up to 14mm away from the end of the lens for a whole new world of macro shooting expression.

Olympus currently offers several single-focal-length lenses in the M.Zuiko Premium category that provide sharpness and beautiful defocusing effects for everyone from advanced amateurs to entry-level users, including the M.Zuiko Digital 45mm f1.8 family portrait, and the M.Zuiko Digital 25mm f1.8 all-around standard snapshot lens. These lenses are well chosen as a second lens for many users who already use a standard zoom lens. The new M.Zuiko Digital ED 30mm f3.5 Macro provides sharpness and beautiful defocusing effects appropriate to a lens in the M.Zuiko Premium category.

Furthermore, when combined with the 5-axis Image Stabilization of the OM-D and PEN cameras, you can enjoy high magnification shooting, without worrying about camera shake. The fastest AF speed in its class supports you to capture the best moments.

Feature highlights

1. Maximum image magnification of 2.5x (35mm equivalent), the highest in its class
2. Premium macro lens with excellent image quality
3. High-speed AF even in the macro range
4. High-speed Imager AF (MSC) Focusing System
5. Angle of view: 40 degrees
6. Closest focusing distance 0.095m
7. 7 blade Circular Aperture Diaphragm

^{*1} 35mm equivalent

Main Features

1. Maximum image magnification of 2.5x (35mm equivalent), the highest in its class

With the best macro shooting performance in its class at a maximum image magnification of 1.25x (35mm equivalent: 2.5x) and the closest focusing distance of 95mm (14mm from the end of the lens), this macro lens enables new photographic expressions in macro shooting that was previously impossible. The closest shooting field of 13.9 x 10.4mm means that you can magnify and capture the pistils of a flower for a whole new world of expression.

High magnification macro photography tends to be easily affected by camera-shift blur. When this macro lens is combined with the 5-axis Image Stabilization of the OM-D and PEN models, the blur caused by camera-shift is compensated for perfectly.

2. Premium macro lens with excellent image quality

This macro lens is designed with both excellent optical performance and a compact size which makes macro shooting enjoyable for all users, from advanced amateurs to entry-level users.

DSA*¹ and EDA*¹ lenses are effectively placed to keep the lens unit compact without cor performance, to realize a high resolution, comparable to the highly praised performance 45mm f1.8 / 25mm f1.8 and a maximum image magnification of 2.5x*¹.

An optical design that minimizes vignetting even in the macro range provides beautiful circular defocusing effects as well as foreground and background defocusing effects.

3. High-speed AF even in the macro range

This lens is equipped with the MSC (Movie & Still Compatible) mechanism, which makes AF (autofocus) speed for movies and still images both faster and quieter. By making the focusing lens group lightweight, AF speed was shortened by 20 to 30%.

High-speed AF enables you to capture the best moments even in the macro range. Furthermore, since the inner focus system is incorporated, the physical lens length does not change, therefore you can concentrate on the shooting without worrying about an extended lens hitting the subject.

Pricing & Availability



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The M.Zuiko Digital ED 30mm f3.5 Macro will be available in October. Recommended retail price is \$399AUD \$499NZD

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.

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**35mm camera format equivalent*