

# PRESSRELEASE

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**The premium E-PL8 is a sophisticated PEN design with Touch Selfie functions for still image and movie.**

Combining high-performance with sophisticated design, the PEN E-PL8 features smartphone integration, innovative downward-opening touchscreen, and unique selfie orientated technology.



**SYDNEY – 20th September 2016**

**Olympus Imaging Australia is pleased to announce the new Micro Four Thirds System standard Compact System Camera, Olympus PEN E-PL8. This model features a sophisticated design, selfie functions, smartphone connectivity, and a wide range of shooting functions that expands the possibility of photographic expressions.**

The Olympus PEN E-PL8 offers premium design inherited from the PEN series, enhanced selfie functions and extensive creative shooting features that provides complete freedom. These features can be used not only with still images, but also with movies.

With excellent photo and video image quality that can only be provided by an interchangeable lens camera, and smartphone connectivity that lets you share your images then and there, the PEN delivers an experience that people have come to expect from photography today.

This interchangeable lens system camera will sure to satisfy a variety of needs, for those that enjoy taking the camera along, shooting, viewing, and sharing.

## Feature Highlights

1. A premium PEN design, simple and sophisticated
2. Downward-opening monitor and creative shooting functions for enjoyable Touch Selfies in still images and movies
3. Built-in Wi-Fi enables smartphone connectivity for transferring and sharing images as well as remote shooting
4. Clips and Art Filter Movie provide enhanced movie recording
5. Excellent basic performance provides SLR image quality)
6. 16.1 megapixel Live MOS
7. Live Composite lets you capture impressive trails of light
8. Fast AF instantly focuses when you touch the monitor
9. 8.5 fps high-speed sequential shooting

As the smartphone user's ideal interchangeable lens camera, the PEN E-PL8 has extremely strong smartphone integration and control via the sophisticated Olympus Image Share (OI.Share) app. Setting up a Wi-Fi smartphone link for the first time is quick and painless using OI.Share's QR code based system that works with all iOS and Android phones.

OI.Share enables LiveView touch-screen control of the E-PL8 of such depth, that your phone becomes a seamless extension of the camera, or vice-versa. Tap the LiveView screen on the phone and the PEN instantly focuses and shoots and gives perfect control of the E-PL8 from up to 10 meters away for remote shooting. You can even control the zoom setting of the M.Zuiko 14-42mm electronic zoom lens from the phone, or watch an image develop on your phone when taking long exposures.

For remote group picture shots, place the E-PL8 at a suitable distance away and gather everyone for a jump action photo sequence or movie. And after all your remote shots and videos are captured, easily transfer and share them to social media sites with just a few taps.

The PEN E-PL8 is designed to help you take extraordinary pictures and videos that bring your inner artist to life. Its fourteen live-preview Art Filters with myriad variation effects and combination possibilities let you photograph or record movies with satisfying artistic results. Easily create a picture narrative with the Photo Story shooting mode with live-view multi-picture templates.

As a high-performance camera, the PEN E-PL8 shoots at up to 8.5 frames per second, has a superb in-body 3-Axis VCM IS system (effective up to -3.5 EV steps) that gives you shake-free handheld results, and its top shutter speed of 1/4000th of a second freezes the fastest action.



## RELATED ACCESSORIES



**Genuine Leather Body Jacket, CS-45B** (sold separately)

**Genuine Leather Lens Cover, LC-60.5GL** (sold separately)

**Genuine Leather Shoulder Strap, CSS-S109LL II** (sold separately)

Colours Black/Brown/Light Brown/White



**Multi-purpose Case, CS-50SF** (sold separately)

Colours Black/Beige

### Pricing, Colours & Availability



WHITE



BROWN



BLACK

The Olympus PEN E-PL8 is available in white, brown and black and will be on sale from October 2016. Recommended retail price for the Single Lens Kit (includes EZ-M1442 EZ Lens) \$899AUD \$1099NZD

### 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](http://olympus.com.au)

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## TECHNOLOGY & FEATURE ADDENDUM

### **1. A premium PEN design, simple and sophisticated**

The Olympus PEN series is highly regarded for its compact and lightweight body, excellent operability and premium design. The E-PL8 carries on the features of Olympus PEN series, with a sophisticated design that makes the camera as a fashion item.

Soft, modern body lines are incorporated into the form with a rounded shape that fits perfectly in the hand. The embossed Olympus PEN logo\*<sup>1</sup>, alumite finish on the upper part of the body, and metal dials show an absolute commitment to detail.

The front of the body features synthetic leather and carefully selected patterned finishes for each colour option. The bundled strap and the colours of triangular split ring cover are new to match the body colour\*<sup>2</sup> for a truly unified feel.

The camera body is available in three colours; white, black, and brown. The white presents a stylish feel with its contrast with beige. The black gives a traditional camera look with its silver and black combination. And the brown provides a relaxed, vintage feel to the camera by adding an accent in your fashion. The colours help you to pick the camera that best suits your style.

### **2. A downward-opening monitor and creative shooting functions for enjoyable Touch Selfies in still images and movies**

Selfies, which have become a staple shooting style in recent years, can now be enjoyed as both still images and movies with full-touch operations like using a smartphone.

A wide range of shooting functions provides high quality selfies with a unique style of expressions.

#### i) Downward-opening touch panel monitor

This model is equipped with a large, high definition touch panel monitor that rotates 180 degree downward. A downward-opening monitor enables touch operations easier without worrying about getting your finger in the shot. The grip on the front of the camera makes selfies more comfortable, where you fingers will rest easily to hold the camera.

The optional Fisheye Body Cap Lens, BCL-0980 (9mm f8.0 Fisheye) can be used to capture selfies while keeping the whole background in the shot. This lens is suitable for group photos and capturing the landscape in selfies when traveling.

#### ii) Selfie mode

When the monitor is opened downward, the Selfie mode is activated and the image shown on the monitor automatically turns into a mirror display. In addition to the e-Portrait button\*<sup>3</sup>, shutter release, Custom self-timer, brightness adjustment\*<sup>4</sup>, Clips and movie recording buttons have been added to the monitor display for a variety of touch operations.

A new Selfie mode for movie is added on the E-PL8. This new mode makes recording Selfie Movies smoother and displays movie effect button as well as a movie recording button, brightness adjustment button, and Clips button.

\*<sup>1</sup> Logo is embossed in gold on white and brown bodies, and embossed in silver on black body.

\*<sup>2</sup> The color of triangular ring split cover is beige for white and brown bodies, and black for black body.

\*<sup>3</sup> When set to iAUTO

\*<sup>4</sup> Except for iAUTO, SCN, and M modes

The shutter release button is designed to capture a photo one second after being touched so you can shift your eyes from your finger to the lens for better selfies. e-Portrait makes skin look smoother in photos. When an electronic zoom lens is attached to the camera, it automatically switches the zoom to a wide-angle setting\*<sup>5</sup> for quick selfie shooting at the optimal wide angle.

### iii) Creative shooting functions

Art Filter can also be used with selfies for adding expanded expressions. You can check the effects in Live View while selecting filters for shots that perfectly fit your image. Art Filter options can also be applied to each frame\*<sup>6</sup> in Photo Story, a feature that lets you combine multiple shots into a single image, for more variety of expressions.

You can also change the aspect ratio for selfies that look exactly the way you want.

## **3. Built-in Wi-Fi enables smartphone connectivity for transferring and sharing images as well as remote shooting**

The built-in Wi-Fi and dedicated Olympus Image Share (OI.Share) smartphone app let you wirelessly connect the camera and smartphone for instantly sharing high quality images captured with the E-PL8 on social networks. Avoid troublesome initial settings by simply scanning the QR code that appears on the camera monitor with your smartphone to complete connection settings with a few easy steps.

Remote shooting is also available using your smartphone as a remote control. You can check on the screen of your smartphone to capture the best shot.

## **4. Clips and Art Filter Movie provide enhanced movie recording**

In addition to photos, in recent years, the number of movies posted to social networks has increased. To meet this need of the market, the E-PL8 is equipped with enhanced movie recording features.

### i) Clips

This feature combines multiple short movies and adds background music and effects to create a single movie. With this, you can easily turn everyday scenes into impressive short movies. You can also download and add background music to suit your tastes\*<sup>7</sup>.

### ii) Art Filter Movie

Art Filters are also available on movies, the same way as with still images. Everyday scenes and precious moments can be captured with an artistic finish in movies as a lasting memory.

### iii) Movie Effect

Four different Movie Effects can be applied to movies. Old Film effect let you record video that looks like an antique film, and Art Fade effect provides smooth transitions from one effect to another.

\*<sup>5</sup> After automatically switching to the wide-angle setting, you can manually change the zoom setting.

\*<sup>6</sup> Only when Layout is selected.

\*<sup>7</sup> Download page URL: <http://support.olympus-imaging.com/bgmdownload/index.ja.html>

"Happy Days" (new track) is set as a default track. You can download from 14 tracks from the website including three new tracks.

## **5. Excellent basic performance provides SLR image quality**

A high image quality inherited from the OM-D series interchangeable lens camera is achieved for quality and performance that satisfies professional needs.

The 16.05 megapixel Live MOS sensor retains details in shadow and faithfully represents night scenes and dark indoor scenes. The wide dynamic range and smooth expressions of gradation beautifully captures high contrast scenes well.

The same TruePic VII image processor used in the Olympus' flagship model the OM-D E-M1 is used in this model. It brings out the best of the excellent optical performance and quality of the M.Zuiko Digital lens for high resolution and vivid color reproduction.

The powerful VCM in-body Image Stabilization makes it possible to capture sharp image quality with minimal camera shakes in night scenes and dark indoor shots. You can also enjoy the beautiful background defocusing effects in portraits.

### **Other Features**

- iAUTO makes shots beautiful simply by pressing the shutter release button
- Live Guide lets you capture photos exactly as you imagine with easy-to-understand on-screen displays
- Live Composite lets you capture impressive trails of light
- Fast AF instantly focuses when you touch the monitor
- 8.5 fps\*1 high-speed sequential shooting
- Quick Start Guide is bundled so you can start shooting immediately even if you are a beginner.

*Specifications are subject to change without notice. We appreciate your understanding.*

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