

Olympus' Origins: The Creation of Value Expected by Society

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Olympus' Mission

Based on its "Social IN" management philosophy of realizing people's healthier and more fulfilling lives, Olympus conducts diverse business activities that mainly focus on its core competencies in Opto-Digital Technology. To give specific examples, the Medical Systems Business addresses the early detection and treatment of cancer and has realized advanced minimally invasive procedures, while the Life Science Business also fulfills a vital mission for society, ranging from the clarification of life processes to next-generation health care. Considering R&D activity as its value development, Olympus will increase its corporate brand by nurturing new value to meet society's expectations.



An issue that is key to the enhancement of productivity at Olympus is increasing the Company's market share of digital single-lens reflex (SLR) cameras. In the fiscal year ended March 31, 2008, Olympus launched three new models, including its flagship E-3, which was expressly designed for the professional, the E-410 and the E-510. With the world's fastest autofocus function and built-in image stabilization systems, these products display their superiority in the market. These achievements have set a milestone in the history of Olympus SLR cameras.

Olympus also commemorated the third year of its "Global Warming Witness – Mitsuaki Iwago Special" web site* that makes people aware of the critical state of global warming. For his third expedition in 2008, photographer Mitsuaki Iwago took pictures in Shiretoko, a UNESCO World Heritage Site in Hokkaido, Japan. Using an E-3, Iwago took high-quality pictures of a well-balanced ecosystem to convey the real situation on Earth. Drastic changes in the global environment could have serious consequences for our livelihoods and for all life on the planet. Keenly focusing on environmental preservation, Olympus is working to fulfill its social responsibility as a global company.

* <http://www.olympus.co.jp/en/gww/>



E-3



E-420

Photograph taken by Mitsuaki Iwago using an Olympus E-3 camera fitted with a Zuiko Digital ED 300mm, F2.8.

Essential Realities, Conveyed by Images



