Olympus provides products that overturn the conventional wisdom of digital single-lens reflex (SLR) cameras and open up new possibilities in photography, such as the OM-D mirrorless interchangeable-lens camera incorporating new mirrorless and electronic viewfinder technologies and the compact, lightweight PEN series of mirrorless interchangeable-lens cameras. Olympus will continue its quest to increase the fun of photography and audio recording and listening by offering groundbreaking digital cameras and voice recorders which boast the world’s top share.
Main Products

Digital Cameras
Digital single-lens cameras, compact digital cameras, digital camera-related products, digital camera lens barrels, optical components

Others
IC recorders, binoculars

OLYMPUS OM-D E-M5  OLYMPUS PEN E-P3  OLYMPUS XZ-1  OLYMPUS Tough TG-1  Voice-Trek V-803
Fiscal 2012 brought higher sales, especially in Japan, Asia, and Europe, of high-value-added models such as the mainstay PEN series of mirrorless interchangeable-lens cameras and XZ-1 cameras, which deliver the highest image quality available from a compact camera. Nevertheless, full-year consolidated net sales fell year on year as a result of factors including intensification of competition and the inability to introduce the OM-D and other new products as scheduled because of parts procurement difficulties in the second half due to the flooding in Thailand. Operating loss decreased thanks to improvements in the cost of sales ratio and cost reductions.

Excluding the impact of foreign exchange, consolidated net sales rose 1.5% and operating loss fell by ¥2.0 billion year on year.

**New Products**
In the results for mirrorless interchangeable-lens cameras, Olympus began sequential introduction of models in the third-generation PEN series in July 2011, and the PEN E-P3 drove favorable sales performance. Furthermore, Olympus launched the new OM-D series of mirrorless interchangeable-lens cameras in March 31, 2012. The OM-D realizes higher image quality while incorporating numerous leading-edge technologies, including the first dust-proof and splash-proof construction in a mirrorless camera and an electronic viewfinder. Both series have been favorably received, and sales are steadily increasing.
Focus on Mirrorless and High-End Compact Cameras

A review of the past product strategy revealed that a lack of differentiation technologies and loss of uniqueness are shortcomings. With mirrorless cameras, we were able to enhance the product line and create a market through the pioneering development of a differentiated technology. Monthly unit sales in 2012 have increased to the level of approximately half of total sales in the interchangeable lens digital camera market in Japan (information compiled by research firm BCN Inc.).

In high-end compact cameras, another priority segment, Olympus will pursue uniqueness by applying leading-edge technologies cultivated in the development of mirrorless cameras. The plan is for Olympus products to account for more than half of total unit sales of single-lens cameras (mirrorless and conventional models) and high-end compact cameras by fiscal 2017.