

February 7, 2018

Sophisticated Design with the Power to Express Your Photographic Imagination

Olympus PEN E-PL9

A Compact, Lightweight Interchangeable Lens Camera

Olympus Corporation (President: Hiroyuki Sasa) is pleased to announce the new Micro Four Thirds System standard interchangeable lens camera, Olympus PEN E-PL9, scheduled to go on sale in late March, 2018. This model is packed with a variety of features that make photography more enjoyable. Art Filter mode make more impressive images, and a versatile array of interchangeable lenses further expand your photographic expressions, such as controlling perspective to deliver stand out images or achieving a beautiful defocusing effect. Simple connection to smartphones and a new function to transfer images automatically make sharing images on social media easier than ever on this compact, lightweight, high-performance interchangeable lens camera with a simple, sophisticated design.

●Main Features

1. Superb expressive power with Art Filter mode for more impressive images, and the ability to get beautiful defocusing effects using interchangeable lenses
2. Simple connection and a new function to transfer images to a smartphone automatically for ease of sharing images on social media
3. A compact, lightweight body with a simple, sophisticated design that you'll want to take everywhere
4. Excellent basic performance delivers blur-free high image quality and AUTO shooting mode for simple operations



**Olympus PEN E-PL9 14-42mm EZ Lens Kit
Body (White) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ**

●Sales Outline

Category	Product Name	MSRP	Launch Date
Micro Four Thirds System standard interchangeable lens camera	Olympus PEN E-PL9 Body (White/Black/Brown)	Open price	Late March, 2018
	Olympus PEN E-PL9 14-42mm EZ Lens Kit Body (White/Black/Brown) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ ¹		
	Olympus PEN E-PL9 EZ Double Zoom Kit Body (White/Black/Brown) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ ¹ + M.Zuiko Digital ED 40-150mm F4.0-5.6 R ²		



**Olympus PEN E-PL9 14-42mm EZ Lens Kit
Body (Black/Brown) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ**



**Olympus PEN E-PL9 EZ Double Zoom Kit
Body (White) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ
+ M.Zuiko Digital ED 40-150mm F4.0-5.6 R**

¹ The lens is silver regardless of the body color.

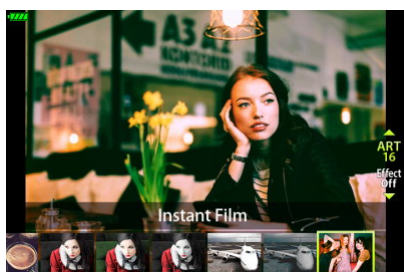
² When the camera body is white or brown, the lens color is silver, and when the camera body is black, the lens is also black.

●Main Features Details

1. Superb expressive power with Art Filter mode for more impressive images, and the ability to get beautiful defocusing effects using interchangeable lenses

The Olympus PEN E-PL9 features 16 Olympus original Art Filters for adding impressive finishing touches to make your images stand out. This model features a new Instant Film filter that adds a modern effect to the images while maintaining a nostalgic feel. Also, interchangeable lenses deliver a superb range of expression and high image quality only achievable with an interchangeable lens camera, including portraits with beautiful natural background defocusing effects, and dynamic snapshots with an enhanced sense of perspective. Advanced photography techniques such as Live Composite and Multi-exposure shooting are included in AP (Advanced Photo) mode so anyone can enjoy complex shooting techniques without worrying about difficult settings.

The Touch AF Shutter function makes ever-popular selfies (self portraits) easy for both still images and movies, simply by touching the screen on the LCD monitor. The flip down monitor makes it possible to shoot selfies simply by touching the screen without getting your finger in the shot. When the monitor is flipped down, it automatically switches to a mirror display where e-Portrait, the shutter, video recording, playback, and the custom self timer can all be operated using touch operations on the LCD monitor.



New Art Filter: Instant Film



The flip down monitor

2. Simple connection and a new function to transfer images to a smartphone automatically for easy sharing images on social media

The Olympus PEN E-PL9 features built-in Bluetooth® in addition to Wi-Fi to make it easier to connect to a smartphone and share images on social media. Using low power consumption of Bluetooth®, a camera can stay in standby ready to be turned on from your smartphone when needed for image viewing or uploading via Wi-Fi by using the Olympus Image Share (OI.Share) smartphone app. Even when the camera is in your bag, you can view and transfer recorded images on the camera to a smartphone. This model is also equipped with a new function to transfer images to your smartphone automatically. If you find images you like while browsing through images recorded on the camera, simply press the Share Order button on the back of the

camera. The selected images will then be transferred to your smartphone once the camera is turned off.³



Olympus Image Share

3. A compact, lightweight body with a simple, sophisticated design that you'll want to take everywhere

The leather-like material is molded to the camera in harmony, while details such as foil stamping and inking on the body produce a simple, classy design with a modern touch.

This model is incredibly portable, and is lighter than a 500 ml bottle of water even when combined with the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ lens, making for a compact size that fits in the palm of your hand. The grip has been modified to achieve a shape that is easier to hold. Three body colors are available to match your style; white, black, and brown.



A sophisticated design with foil stamping

³ When the smartphone OS version is Android 6.0 or later, images are not transferred automatically when the smartphone display is in sleep mode (when the smartphone screen is off). Make sure the display is active. On iOS devices, Olympus Image Share (OI.Share) must be launched first.

4. Excellent basic performance delivers blur-free high image quality and AUTO shooting mode for simple operations

This model is equipped with In-body Image Stabilization⁴, which delivers powerful image stabilization performance even when shooting night scenes, dim indoor scenes, and when using a telephoto lens. The addition of the latest TruePic VIII image processor used on the Olympus OM-D E-M1 Mark II flagship model reduces noise in various scenes producing clear images. High-definition 4K video is also supported, delivering blur-free high image quality for both hand-held beautiful videos and photos.

In addition to all of these versatile features, AUTO mode detects subject faces, eyes, brightness, and movement, automatically selecting the optimal shooting settings so all you need to do is press the shutter button to capture beautiful photos.

●Other Features

1. SCN (Scene) mode lets you instantly activate the appropriate shooting settings simply by touching a shooting theme on the screen
2. The built-in flash can be used to reduce blurring even when shooting at night



Built-in flash in use

3. Versatile AF functions make it possible to quickly focus on a face or eyes no matter where they are on the screen
4. Maximum 8.6 fps high-speed sequential shooting so you never miss split-second subject expressions
5. Olympus Image Share (OI.Share) newly includes the “Camera How To” section which introduces tutorial videos of how to shoot with the Olympus PEN E-PL9

⁴ Up to 3.5 shutter speed steps. M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ lens at a focal distance of f=42mm (35mm equivalent: f=84mm), conforms to CIPA standards, when corrected on 2 axes (yaw and pitch)

● **Separately Available Accessories**

Lens Case, CS-52 (New)

This is a compact lens case for storing interchangeable lenses and will be released together with the Olympus PEN E-PL9. The case features design details such as a grainy cloth and antiqued style metal clasps. The hand strap can be looped over your wrist so you can keep both hands free when changing lenses. This case is designed for functionality as well, and the mounting bracket can be hung on the handle of a bag so that you can easily find it when the lens case is in your bag. Lenses that can be stored in the case include the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ, M.Zuiko Digital 45mm F1.8, M.Zuiko Digital 25mm F1.8, M.Zuiko Digital ED 30mm F3.5 Macro, M.Zuiko Digital ED 40-150mm F4.0-5.6 R, etc. See the Olympus Website for further details.



New Lens Case, CS-52

Genuine Leather Body Jacket, CS-45B

This genuine leather body jacket is designed to protect the camera body from scratches and to expand possibilities for coordinating with other fashions. It is designed for use with the Olympus PEN E-PL7, E-PL8, and E-PL9, and is available in white, black, brown, and light brown. You can also enjoy coordinating the jacket with the currently available Genuine Leather Shoulder Strap CSS-S109LL II and Genuine Leather Lens Cover LC60.5GL.



Genuine Leather Jacket CS-45B + Genuine Leather Shoulder Strap CSS-S109LL II + Genuine Leather Lens Cover LC-60.5GL

●Sales Outline: Separately Available Accessories

Product Name	MSRP	Launch Date
Lens Case, CS-52	4,500 yen (4,860 yen incl. tax)	Late March, 2018
Genuine Leather Body Jacket, CS-45B (Light Brown/Brown/Black/White)	5,700 yen (6,156 yen incl. tax)	Now on sale
Genuine Leather Lens Cover, LC-60.5GL (Light Brown/Brown/Black/White)	4,600 yen (4,968 yen incl. tax)	Now on sale
Multi-purpose Case, CS-50SF (Black/Beige)	3,500 yen (3,780 yen incl. tax)	Now on sale
Genuine Leather Shoulder Strap, CSS-S109LL II (Light Brown/Brown/Black/White)	4,800 yen (5,184 yen incl. tax)	Now on sale
Water-repellent Genuine Leather Strap, CSS-S119L (Black/Brown)	9,000 yen (9,720 yen incl. tax)	Now on sale
Shoulder Strap, CSS-S114 (Beige/Green/Brown)	4,800 yen (5,184 yen incl. tax)	Now on sale
Genuine Leather Hand Strap, CSS-S110LS (Brown/Black/White)	3,400 yen (3,672 yen incl. tax)	Now on sale
Camera Bag, CBG-8	4,800 yen (5,184 yen incl. tax)	Now on sale
Quilted Cushion Case, CS-43	3,000 yen (3,240 yen incl. tax)	Now on sale
Wrapping Cloth, CS-35	3,600 yen (3,888 yen incl. tax)	Now on sale
Automatic Open/Close Cap, LC-37C	5,000 yen (5,400 yen incl. tax)	Now on sale
Lithium Ion Rechargeable Battery, BLS-50	7,000 yen (7,560 yen incl. tax)	Now on sale
Lithium Ion Battery Charger, BCS-5	6,000 yen (6,480 yen incl. tax)	Now on sale

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