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Olympus PEN E-PL9 Wins Silver at the Design For Asia Awards 2018
Two interchangeable lens cameras also selected as finalists for the IDEA 2018

Olympus Corporation (President: Hiroyuki Sasa) is pleased to announce that the Olympus PEN E-PL9 interchangeable lens camera received a silver award at the DFA Design For Asia Awards 2018 held by the Hong Kong Design Centre. Furthermore, the Olympus PEN E-PL9 and Olympus OM-D E-M10 Mark III interchangeable lens cameras were selected as finalists in the Entertainment Division of the globally influential International Design Excellence Awards (IDEA) 2018 held in the United States of America.



DFA Design for Asia Awards 2018
– Silver Award



IDEA 2018



Olympus PEN E-PL9



IDEA 2018



Olympus OM-D E-M10 Mark III

●**Silver in the DFA Design For Asia Awards 2018**

Selected as a finalist in the International Design Excellence Awards (IDEA) 2018

Olympus PEN E-PL9 interchangeable lens camera

The Olympus PEN series is highly praised for its compact and lightweight body, superior ease of use, and elegant design. The Olympus PEN E-PL9 is a high-performance interchangeable lens camera with a compact, lightweight body packed with useful functionality such as easy connection to smartphones and automatic image transfer for sharing on social media. It also features 16 different art filters for impressive photo finishing that allow users to enjoy using a range of photographic expression.

●**Selected as a finalist in the International Design Excellence Awards (IDEA) 2018**

Olympus OM-D E-M10 Mark III interchangeable lens camera

The entry-level model in the OM-D series of interchangeable lens cameras, the OM-D E-M10 Mark III features built-in 5-axis image stabilization, 4K movie, an image processor, and other functions inherited from high-end models that deliver uncompromising performance and allow high-quality pictures to be shot in any situation. Additionally, this camera utilizes an intuitive, readily comprehensible user interface that makes it easy for even first-time users of interchangeable lens cameras to operate, offering the powerful photography functions unique to interchangeable lens cameras combined with simple use.

●**The DFA Design For Asia Awards**

A unique set of awards focusing on the Asian Market, including China, which continues to experience rapid growth. Established in 2003, these awards are made in recognition of excellent designs that have been influential in Asia. In addition to design aesthetics, judging for these awards takes into account the degree of influence the design of the products in question has affected lifestyles in Asia.

* Refer to the DFA Awards website (<https://dfaa.dfaawards.com/>) for more details.

●**The International Design Excellence (IDEA) Awards**

Sponsored by the Industrial Designers Society of America, these design awards are offered for products in the relevant industrial categories around the globe and are some of the most influential in the field of product design.

* Refer to the IDEA website (<http://www.idsa.org/IDEA>) for more details.

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