

NEWS RELEASE

October 17, 2019

Transform Your Photography While Embracing Creativity
Olympus PEN E-PL10
A Compact and Sophisticated Interchangeable Lens Camera That You Can Take Everywhere

Olympus Corporation (President: Yasuo Takeuchi) is pleased to announce the newest Micro Four Thirds System standard interchangeable lens camera, the Olympus PEN E-PL10, scheduled to go on sale in late November 2019. This model features a simple, sophisticated design packed with a wide array of expressive shooting functions. The compact, lightweight body is equipped with in-body image stabilization and a flip-down LCD monitor along with Wi-Fi and Bluetooth connectivity, making it easy even for beginner interchangeable lens camera users to enjoy capturing and sharing creative, expressive photographs.

●Sales Outline

Category	Product Name	MSRP	Launch Date
Micro Four Thirds System standard interchangeable lens camera	Olympus PEN E-PL10 Body (White/Black/Brown)	Open price	Late November, 2019
	Olympus PEN E-PL10 14-42mm EZ Lens Kit Body (White/Black/Brown) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ ¹		
	Olympus PEN E-PL10 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 ¹		

●Main Features

1. **Blur-free high image quality in various scenes, such as night scenes, telephoto shooting, and video recording**
2. **Flip-down LCD monitor for shooting at any angle and useful Wi-Fi and Bluetooth connectivity to wirelessly transfer photos from the camera to a smartphone**
3. **Enjoy a wealth of creative expressions using Art Filters and interchangeable lenses**
4. **A compact, lightweight body with a simple sophisticated design that matches your style**

¹ The white and brown camera bodies come with a silver lens, and the black camera body comes with a black lens.



**Olympus PEN E-PL10 14-42mm EZ Lens Kit
Body (White) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ**



**Olympus PEN E-PL10 Body
(White/Black/ Brown)**



**Olympus PEN E-PL10 14-42mm EZ Lens Kit
Body (Black/Brown) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ**



**Olympus PEN E-PL10 EZ Double Zoom Kit
Body (White/Black/Brown)
+ M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ
+ M.Zuiko Digital ED 40-150mm F4.0-5.6 R**

The Olympus PEN E-PL10 is equipped with in-body image stabilization and offers blur-free high image quality with a simple touch operation. It is packed with features that expand creative expressions, such as selfie, Art Filter for impressive, artistic finishes, and compatibility with various interchangeable lenses. By using the built-in Wi-Fi or Bluetooth® in conjunction with the Olympus Image Share (OI.Share) smartphone app, the camera easily connects to a smartphone to transfer images and share them on social media. Tutorial videos are also available to learn shooting techniques using OI.Share, making it the perfect interchangeable lens camera for the beginner photographer. Packing versatile features for a rich array of photographic expressions in a simple, sophisticated, compact design, this is a model that you can take everywhere.

Olympus interchangeable lens camera systems' biggest advantage is their amazing mobility thanks to the compact, lightweight camera system, including lenses. The combination of a high-resolution, high-performance lens lineup and powerful image stabilization results in sharp, high-quality photos and videos in a variety of scenes.

●Main Features Details

1. Blur-free high image quality in various scenes, such as night scenes, telephoto shooting, and video recording

This model is equipped with in-body image stabilization², powerfully suppressing camera shake, which tends to occur when shooting at night, in dim indoor scenes, while shooting video and when using a telephoto lens. It also features TruePic VIII, the same image processor found in Olympus' professional models, for clear images with minimal noise, even in low-light scenes. The combination of in-body image stabilization and TruePic VIII provides blur-free images.



Image of in-body image stabilization



Image stabilization effects

² 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)

2. Flip-down monitor for shooting at any angle and useful Wi-Fi and Bluetooth connectivity to wirelessly transfer photos from the camera to a smartphone

• Flip-down LCD monitor

Simply touch the subject shown on the LCD monitor to simultaneously focus and activate the shutter (Touch AF Shutter). When the monitor is flipped down, it automatically switches the camera to Selfie mode for easy self-portrait shooting. You can also select e-Portrait for brighter, smoother skin, or switch to movie recording³ with a simple touch operation. Changing the angle of the LCD monitor also makes it possible to shoot from various perspectives.



The flip-down LCD monitor in use

• Easy connection to a smartphone

Use the built-in Wi-Fi or Bluetooth[®] and the Olympus Image Share (OI.Share) app to easily connect the camera and smartphone to import images and share on social media. By using the Share Order function, selected photos or videos on the camera will be automatically transferred to your smartphone once the camera is turned off⁴. OI.Share also provides a Camera How To guide, containing tutorial videos of shooting techniques and a Digital Guidebook packed with other useful shooting tips.

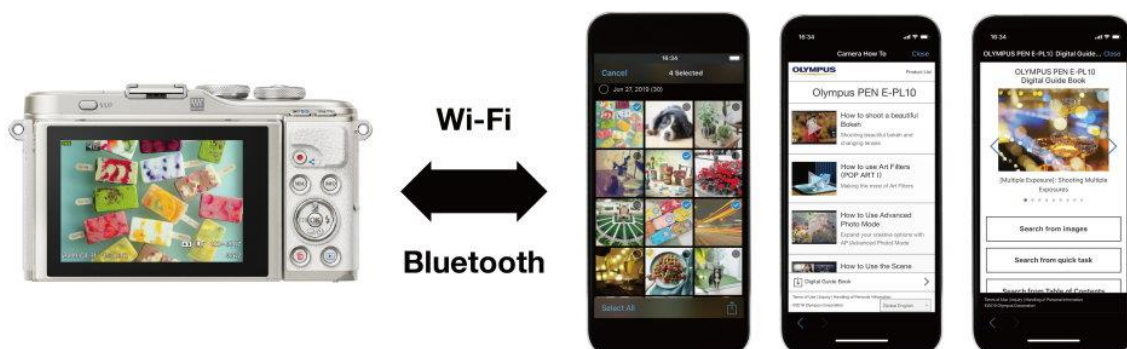


Image of OI.Share in use

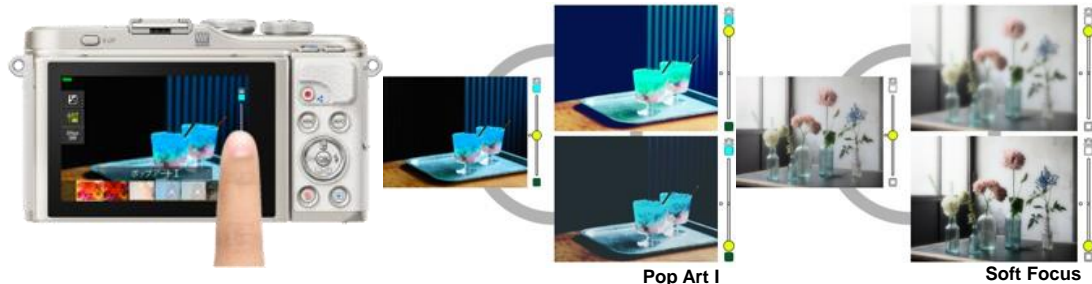
³ The camera must be set to AUTO in order to select e-Portrait on the screen in Selfies mode.

⁴ 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.

3. Enjoy a wealth of creative expressions using Art Filters and interchangeable lenses

• Art Filter

With 16 Art Filter options you can capture creative photos with simple controls. Use the new Fine Tune⁵ option to adjust the level of Art Filter effects while checking the results on the screen to create a photo as you wish.



The new Fine Tune option in use

• AP (Advanced Photo) mode

AP mode provides shooting functions that generally require advanced photography techniques with simple operations. Anyone can easily shoot a multi-exposure photo by just overlapping two images in Multi Exposure, and shoot light trails of stars or automobile lamps without the risk of overexposure in Live Composite. Silent mode, which mutes shutter and operation sounds, is now possible in P, A, S and M modes as well as AP mode.



Multi Exposure image



Live Composite image

• Versatile interchangeable lenses

A versatile lineup of compact, lightweight, high-performance interchangeable lenses are available, including bright, single-focal-length lenses as well as macro lenses to achieve beautiful defocusing effects. You can choose the perfect lens depending on the subject to dramatically expand the possibilities of photographic expression.



Image taken with M.Zuiko Digital 25mm F1.8

Image taken with M.Zuiko Digital ED 30mm F3.5 Macro

⁵ Only available in Pop Art I and Soft Focus. Colour tone and effect levels can be changed moving the slider up and down.

4. A compact, lightweight body with a simple sophisticated design that matches your style

The E-PL10 is available in white, black, and brown. Each details of the colors of leather-feel materials and surface finish are carefully selected for exquisite texturing. This model is designed for a simple, harmonious look that is easy to match with any style. When paired with the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ standard kit lens, it is highly portable, and is lighter than a 500 ml bottle of water.



Simple, harmonious design

●Other Features

- 1. Supports high image quality 4K video and the ability to extract still images from videos**
- 2. Maximum 8.6 fps high-speed sequential shooting so you never miss a photo opportunity**
- 3. SCN (Scene) mode lets you capture images exactly as you imagine simply by choosing a shooting theme**
- 4. AUTO mode for capturing beautiful photos simply by pressing the shutter release button, and leaving all the necessary adjustment to the camera.**

●Separately Available Accessories

Genuine Leather Body Jacket, CS-45B, Genuine Leather Shoulder Strap, CSS-S109LL II, and Genuine Leather Lens Cover, LC-60.5GL (now on sale)

These genuine leather accessories are designed to protect the camera and enhance its design. Available in white, black, brown, and light brown, so they are easy to match with any style.



Genuine Leather Body Jacket CS-45B, Genuine Leather Shoulder Strap CSS-S109LL II, and Genuine Leather Lens Cover LC-60.5GL colors



Olympus celebrated its 100th anniversary on October 12th of this year. We would like to thank all of our customers and stakeholders who have supported the company's development throughout the years. We look forward to continuing the tradition of contributing to society through Making people's lives healthier, safer and more fulfilling.

Specifications are subject to change without notice.

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