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Micro Four Thirds Achieved the Best-selling Lens Mount Type in the Japanese Interchangeable Lens Digital Camera Market for 2019

Olympus Corporation and Panasonic Corporation jointly announced the Micro Four Thirds System standard in 2008 and have since been working together to promote the standard. We are pleased to announce that in 2019, after 11 years, Micro Four Thirds System achieved the best-selling¹ lens mount type in the Japanese interchangeable lens digital camera market.

The Micro Four Thirds System offers lineup development possibilities unique to a joint standard, further enhancing imaging enjoyment and greater use. There are currently 54 participating companies including BtoB corporations. Four new interchangeable lens cameras conforming to the Micro Four Thirds System standard were introduced in 2019 as a way to revitalize the domestic market in Japan. As a result, Micro Four Thirds products achieved a 19.8% share in the Japanese market, making them the top-selling by lens mount type¹.

As the company responsible for initiating both the Four Thirds System and the Micro Four Thirds System standards, Olympus and Panasonic will continue to develop and enhance the product line-up to meet the diverse needs of our customers.

●Micro Four Thirds standard

The outlines of the standards can be found on the following website.

<https://www.four-thirds.org/en/>

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¹ According to research by the Four Thirds Office, based on sales performance data at leading camera dealers in Japan.