

August 25, 2020

Olympus OM-D E-M10 Mark IV Interchangeable Lens Camera
Capture precious moments in blur-free, high-quality images
and enjoy authentic shooting in a compact body

Olympus Corporation (President: Yasuo Takeuchi) is pleased to announce the Olympus OM-D E-M10 Mark IV, scheduled to go on sale on September 18, 2020. This interchangeable lens camera conforms to the Micro Four Thirds System standard, and features a compact, lightweight body for easy portability with versatile shooting features including powerful 5-axis image stabilization¹. It features a flip-down LCD monitor which is perfect for selfies and a high-definition electronic viewfinder, giving users the freedom to enjoy their own unique shooting styles. The dedicated smartphone app makes it easy to share images on the camera, and new content for learning authentic photography techniques is also available. This interchangeable lens camera delivers high-quality image enjoyment to all users, from families that want to keep a record of their children as they grow, to photo enthusiasts.

▪ **Sales Outline**

Product Name	MSRP	Launch Date
Olympus OM-D E-M10 Mark IV Body (Silver/Black)	Open Price	September 18, 2020
Olympus OM-D E-M10 Mark IV EZ Double Zoom Kit Body (Silver/Black)		
+ M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ ² + M.Zuiko Digital ED 40-150mm F4.0-5.6 R ³		

▪ **Main Features**

1. Superb portability and powerful in-body 5-axis image stabilization for high-quality photos and videos
2. Versatile shooting features and a flip-down LCD monitor perfect for selfies
3. Dedicated smartphone app for greater photo enjoyment



Olympus OM-D E-M10 Mark IV EZ Double Zoom Kit (Silver)

▪ Main Features Details

1. Superb portability and powerful in-body 5-axis image stabilization for high-quality photos and videos

The classic body design, which is now lighter than ever before, weighs as much as a single 500 ml bottled beverage⁴ even when paired with the standard zoom lens, making it incredibly portable. This model also features a high-definition electronic viewfinder for concentrating on shooting in bright outdoor or backlit conditions, and a grip with a secure hold for superb portability and comfortable controls. The compact, lightweight design, equipped with in-body 5-axis image stabilization featuring up to 4.5 shutter speed steps of compensation⁵, and a new 20 Megapixel Live MOS sensor combine to deliver high-quality photos and videos with minimal blurring in any scene, including night shots and telephoto shooting.



Incredibly portable body

2. Versatile shooting features and a tilting LCD monitor perfect for selfies

This model is packed with features for accurately capturing once-in-a-lifetime moments, such as approx. 15 fps high-speed sequential shooting, improved C-AF precision for continuous focusing on moving subjects, Face Priority/Eye Priority AF which focuses on faces in profile or looking down, and 4K single frame extraction. Silent mode, which turns off the shutter release and operation sounds, is also useful in scenes where you don't want to make noise, such as recitals and capturing sleeping children's faces. Also, the OM-D series first flip-down LCD monitor makes selfie touch operations easier. It supports high-angle and low-angle shooting so photos and videos turn out exactly as you imagine in various scenes.



Flip-down LCD monitor perfect for selfies

3. Dedicated smartphone app for greater photo enjoyment

With Wi-Fi and Bluetooth[®] built into the camera body, the dedicated smartphone app OI.Share can be used to easily and instantly import recorded photos and videos to a smartphone or for posting on social media. The Camera How To is also available in the app for learning shooting methods and techniques. New content is being added for improving skills step by step, starting with the basics so that even first-time interchangeable lens camera users can shoot with ease.



New content in Camera How To <Available in Japanese only>

▪ **Other Features**

- AUTO mode for capturing beautiful photos at camera-selected settings simply by pressing the shutter button
- SCN (Scene) mode for easily selecting settings to match the scene or subject
- AP (Advanced Photo) mode for casually enjoying difficult shooting techniques
- Art Filter to enjoy creative expressions, and Fine Tune to adjust filter levels
- Battery can be charged in the camera via USB even while on the go
- Wireless radiowave external flash compatible

▪ **Olympus OM-D E-M10 Mark IV Specifications**

See the website for detailed product specifications.

<https://www.olympus-imaging.jp/product/dslr/em10mk4/spec.html>

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1 Compared with the previous model Olympus OM-D E-M10 Mark III

2 The silver camera bodies come with a silver lens, and the black camera body comes with a black lens.

3 The lens color will be black for both black and silver camera body.

4 Approx. 476 g when paired with M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ (CIPA standard compliant, including bundled battery and memory card, no eyecup)

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