



OLYMPUS

Your Vision, Our Future

OLYMPUS -SYSTEM

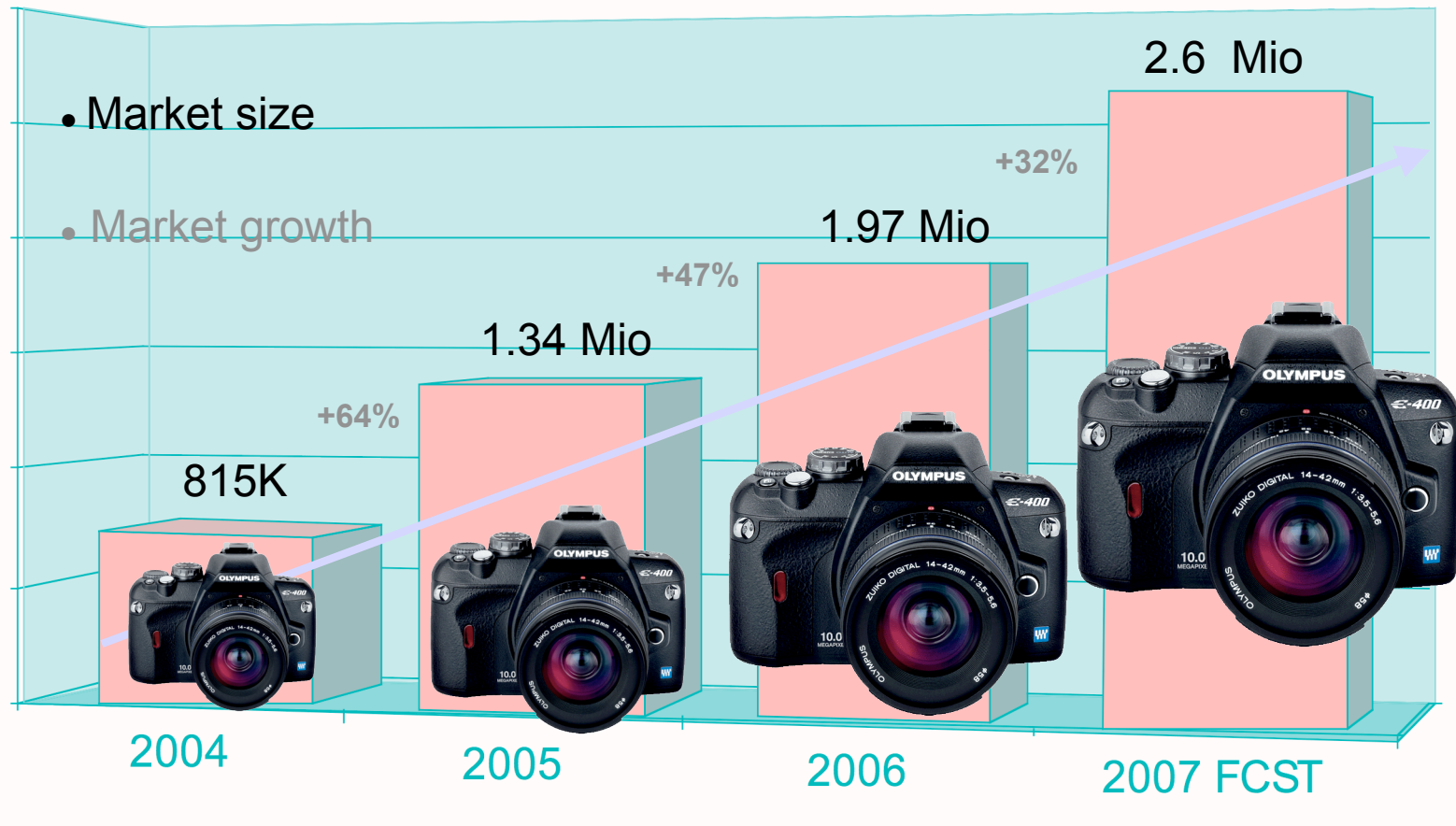
European Business Meeting

5th June 07



Market Data

D-SLR Market Development (pan-European)



Source: CIPA



E-P1 Specs & OPR

E-P1

E-1 customers' are expecting*

- More pixels and less noise
- Fastest AF and more AF points
- More accurate AE
- Larger LCD monitor
- Faster burst rate
- Higher shutter speed and flash sync. speed
- Built-in flash
- Wireless flash control capability
- Live View capability with swivel monitor
- Image stabilization

*internal survey

E-P1

Nikon D200 / 30D customers are not satisfied with*:

- 95% coverage finder
- No sensor dust solution
- Expensive images stabilized VR / IS lenses
- No built-in wireless flash control (30D)
- No splash-proof body (30D)

*internal survey

E-P1 Specs

Main Specifications

- World most effective anti-shake system (Max. 5 Steps)
- 10 MP High Speed Live MOS (5fps)
- Live View with multi angel LCD (SAT, White Balance & Exposure Compensation)
- Dust reduction (SSWF)
- Splash proof body
- Wireless flash control in 3 groups



OPR	Mid Oct (TBD)
Sales Start	Nov (TBD)

E-P1 Specs

Main Specifications

- AF performance
 - Quicker and more accurate World quickest with SWD lenses
 - 11 points
 - All cross sensor (D200/30D just Center point)
 - Better low light performance - 2EV@ISO100 (D200 -1EV, 30D, -0.5 EV)
 - Better continuous AF

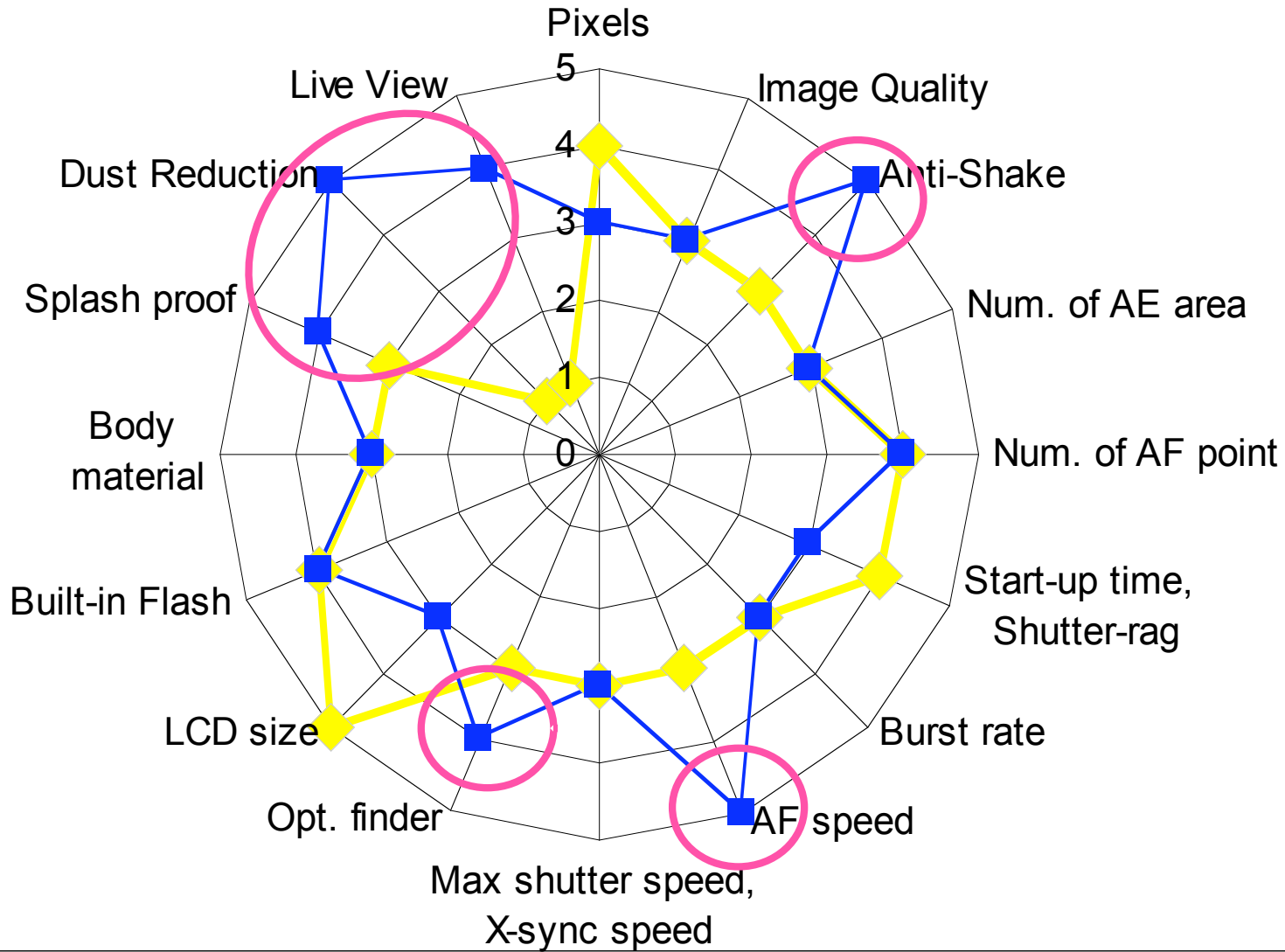
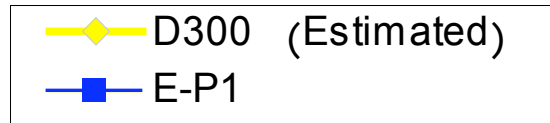


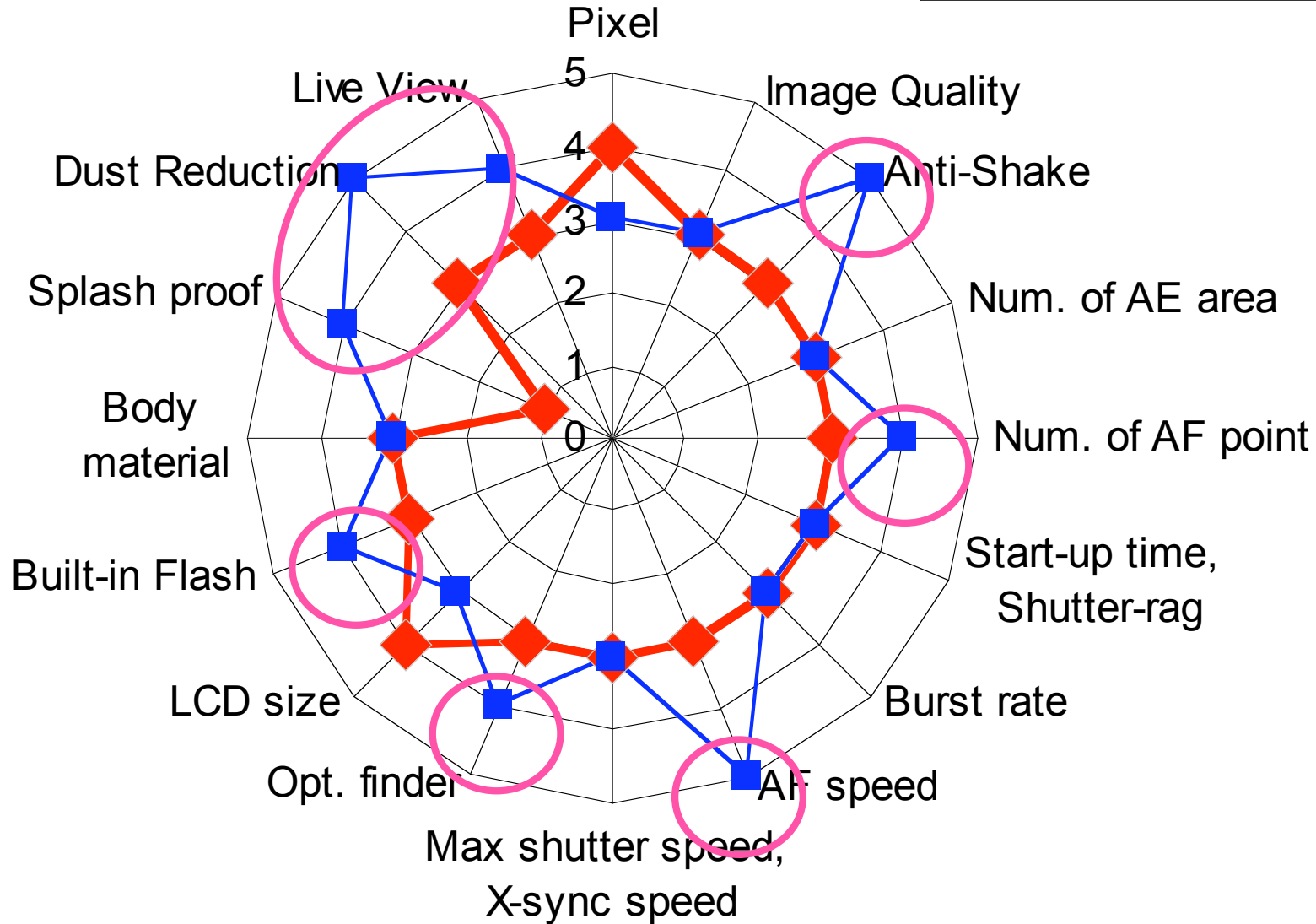
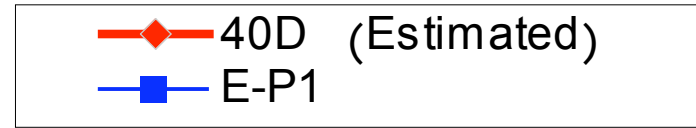
E-P1 Specs

Main Specifications

- High speed shooting capability (5fps, 1/8000, X=1/250)
- Big Viewfinder image with 100% coverage
- Bigger finder magnification (x1.15) with full coverage ratio (100%)







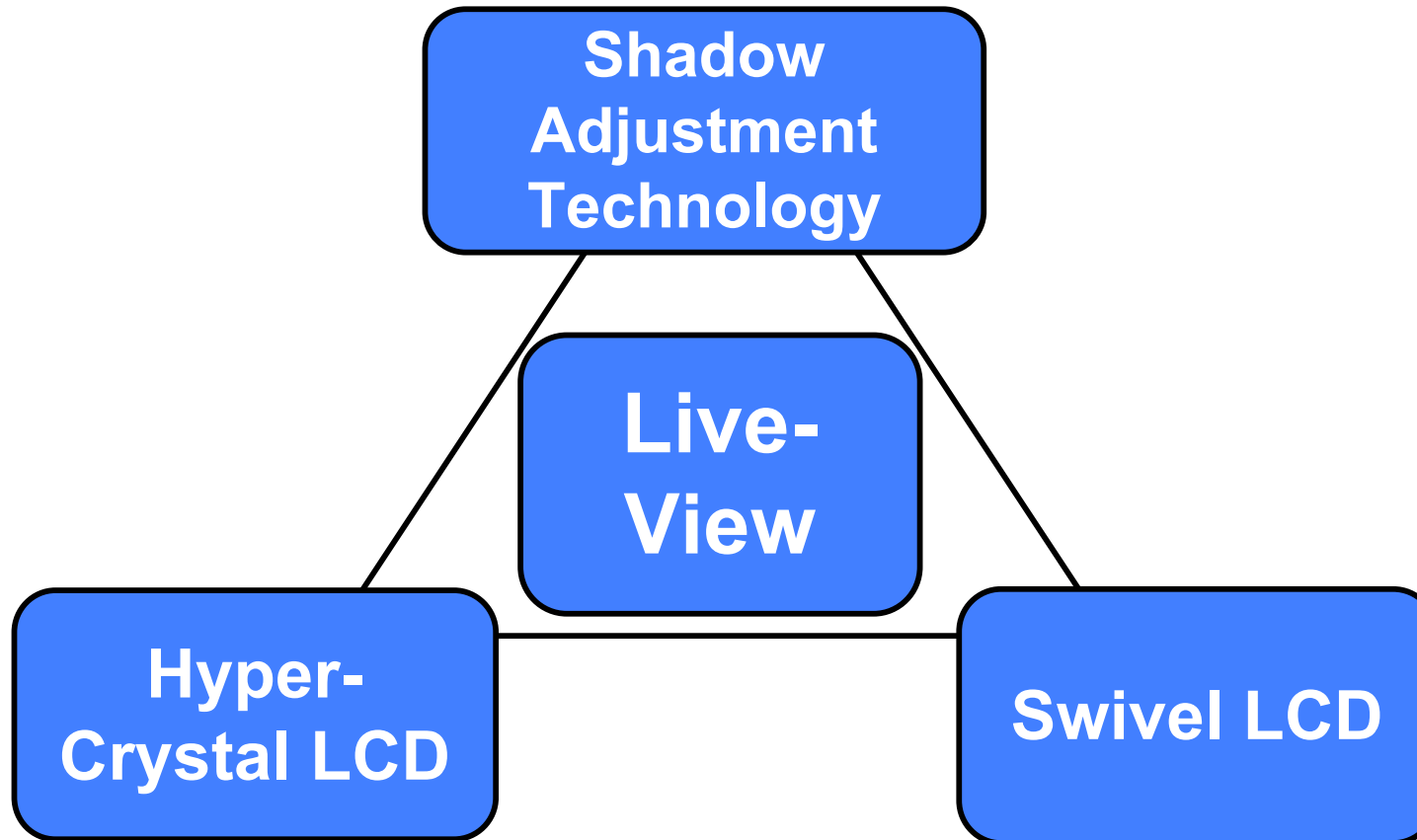
E-P1

Nikon D200 / 30D customers are not satisfied with*:

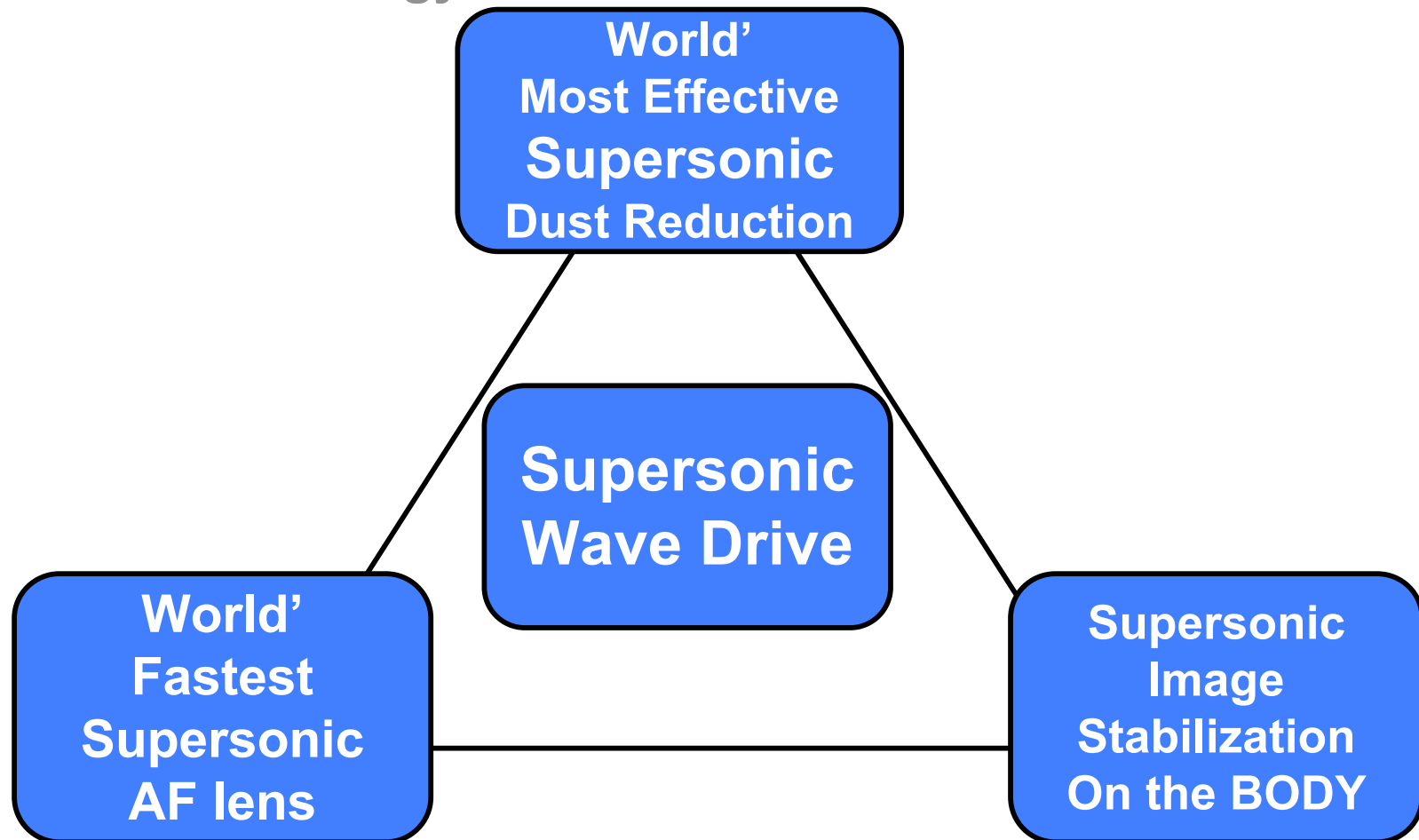
- 95% coverage finder
 - Olympus provides 100% coverage and bigger finder
- No sensor dust solution
 - Olympus provides the most effective dust reduction system
- Expensive image stabilized VR / IS lenses
 - Olympus provides the body built-in image stabilizer available for all lenses
- No built-in wireless flash control (30D)
 - Canon customers have to buy a bulky hot-shoe clipping wireless controller unit for wireless applications
- No splash-proof body (30D)

*internal survey

E-P1 Core Technology



E-P1 Core Technology



E-P1 – „Capture qualified Images under any situations”

- World most effective Anti-Shake performance
 - Photographers can take sharp images with slower shutter speed, or under darker situation, they have not taken before.
- World quickest precise AF performance
 - Sharply captured every moment.
- Live View
 - New shooting style also thanks to multi angle LCD.
- Dust Reduction System and Splash & Dust Proof Body
 - ...performance is proved by E-1
- Big VF & Wireless Flash Control
 - For perfect control

E-P1

- E-P1, a camera made for professionals!
- Perfect product, with a lot benefits to competition.
- Let's promote and enjoy top down effect to E-410 & E-510 and accessory sales.



E-P1 based on Four Thirds

Main benefits

- Specifically designed for **digital photography**
- **Maximises the performance of image sensors and lenses**
- Flange back ratio allows **thinner construction of the body**
- As of today the **widest real digital lens line up** exist on the market
- Allows use of **smaller, lighter lenses** with same angle of view

as 35mm lenses



E-P1 based on Four Thirds

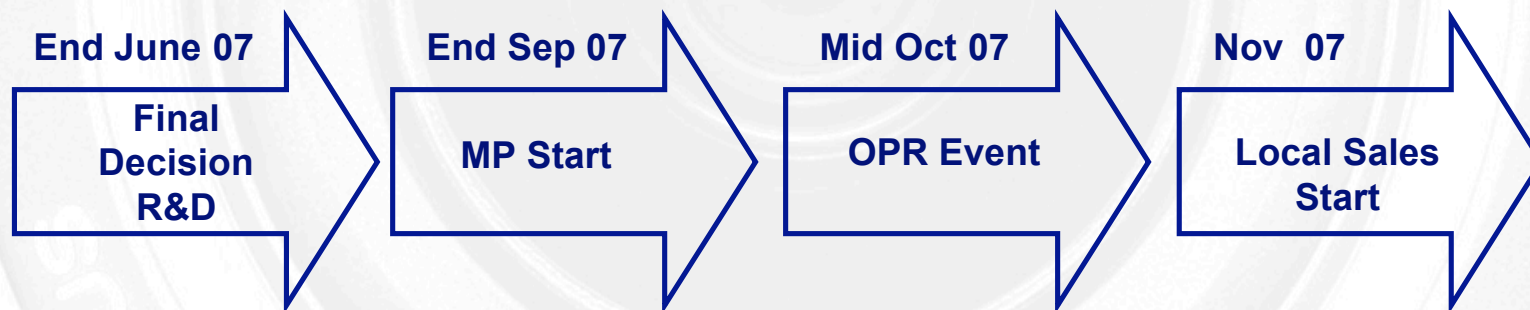
Main benefits

- **Full wide-angle capacity** because of newly developed standard
- **Dust reduction system** planned into design
- **Secure investment** due to future-oriented technology
- **Open standard** ensures **cross-manufacturer inter-changeability**
Olympus, Panasonic, Leica & Sigma with products

E-P1 OPR

OPR

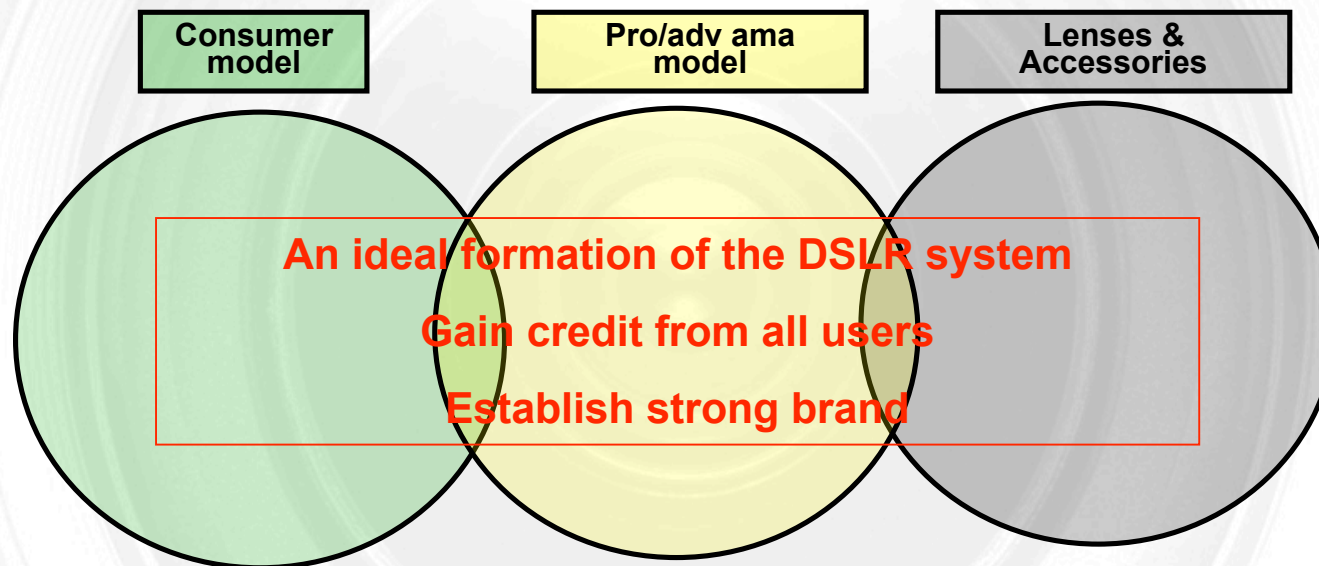
- Latest status of local sales start in November
- OPR & Press event planned around Mid October
- Final confirmation from OT by end June





Accessory - Sales Opportunity

- Big opportunity with E-P1 we start to benefit from top down effect and boost accessory sales.



→ First time to realize the synergy of 3 DSLR rings !!

- Target setting is to reach 25% by end of 140PA pan- European

Accessories - Wireless Flash System

FL-36R & FL-50R Wireless Flash Systems

- Can be controlled directly via the E-P1
- Infrared control via 3 groups are available
- No annoying cables any more
- Easy to operate via the E-P1



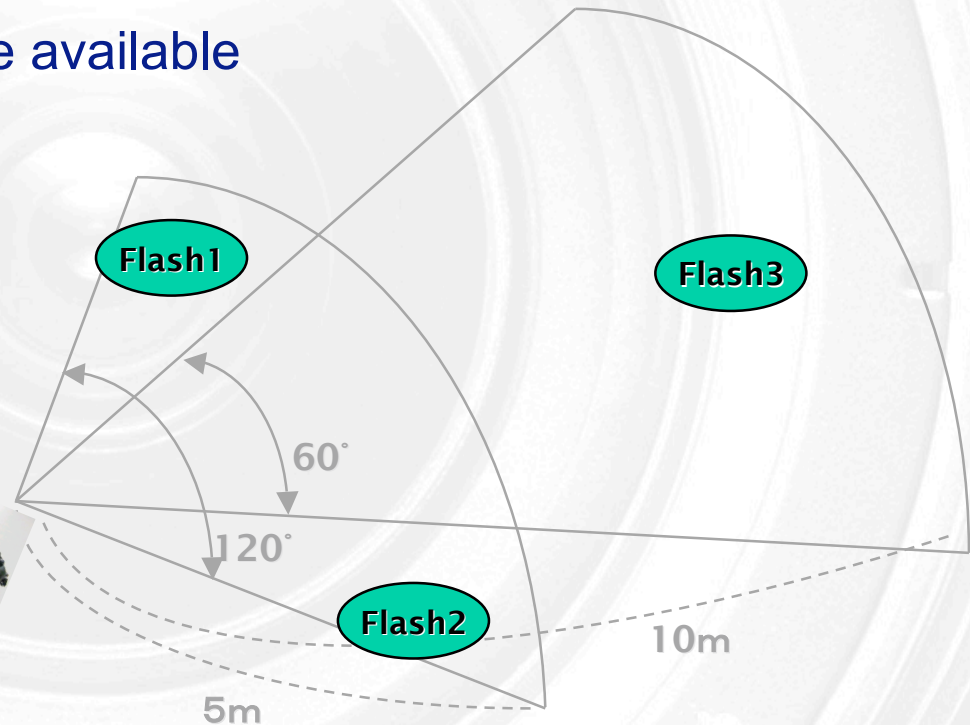
Bounce adaptor
FLBA-1



Reflector adaptor
FLRA-1



Flash stand
FLST-1



Accessories - Power Battery Holder for E-P1

1. Sealed Anti dust/All weather battery holder for various shooting condition.
2. User friendly 2 buttons / 2 dials system
3. 2 pcs of BLM-1. Bundled AA battery holder AABH-1 or optional LBH-1 is available.



Grip Strap GS-3 Optional

Accessories - Dipodic Adjustment Eye Cup DE-1 / DE-2

Existing camera body has diopter adjustment ranging $-3\sim+1\text{m}^{-1}$, however, wider range has been demanded by many users such as presbyopic user and shortsighted user.

DE-1 to shift $+3\text{m}^{-1}$ / DE-2 to shift -3m^{-1}

Wide-ranging dipodic adjustment $-6\text{m}^{-1}\sim+4\text{m}^{-1}$ is available combined with adjuster in body.



*Image is not final

Compatibility	DE-P3	DE-N3
E-1	-	-
E-3	○	○
E-300	○	○
E-500	○	○
E-330	○	○
E-400	○	○
E-410	○	○
E-510	○	○

NEW Zuiko Digital Lenses

- Zuiko Digital ED 70-300mm f4,0-5,6 (Equiv. 140-600mm)
- **Faster Autofocus**
- Standard Lens
- October 2007

- Zuiko Digital ED 50-200mm f2,8-3,5 **SWD** (Equiv. 100-400mm)
- **Faster Autofocus**
- Pro Lens
- November 2007

- Zuiko Digital ED 12-60mm f2,8-4,0 SWD (Equiv. 24-120mm)
- **Faster Autofocus**
- Pro Lens
- October 2007

- Zuiko Digital ED 14-35mm f2,0 **SWD** (Equiv. 28-70mm)
- Top Pro Lens
- Spring 2008

- Tele converter EC-20 for double tele power
- October 2007





Thanks for your attention!