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Beautiful black Pancake lens the highlight in exclusive PEN kits

Back to black! Stylish new kits from Olympus boost E-P2 imaging power

Hamburg, 31 August 2010 – The remarkable PEN camera range is already a firm favourite with design enthusiasts and now Olympus has a special treat in store. Two exclusive kits for the flagship E-P2 feature a mouth-watering selection of matching accessories, all in elegant black. In addition to the sleek black version of the E-P2 camera, both kits offer a black edition of the super-slender M.ZUIKO DIGITAL 17mm 1:2.8 Pancake lens. Available in black exclusively with these kits, this exquisite lens looks destined for must-have status. Both kits also include one of two additional, high-grade accessories. The E-P2 Special Black EVF Edition features the sharp lines and flexibility of the detachable V-F2 electronic viewfinder while the E-P2 Special Black Flash Edition offers the slim retro chic of the compact FL-14 external flash, also available in black only in this limited edition kit. Both accessories are a stunning sight in black. For style aficionados, the icing on the cake is a historical lens cap featuring the famous F logo from the classic 1963 Olympus Pen F, one of the most stylish cameras ever made. The E-P2 Special Black EVF Edition will be available for €1,079 and the E-P2 Special Black Flash Edition for €1,049 from October 2010. Both kits are limited editions and may not be available for long.

The retro revolution

When Olympus launched the original analogue Pen in 1959, its compact size created a sensation. As the flagship of the award-winning contemporary PEN series, the E-P2 continues that proud tradition. It

PRESS RELEASE

combines interchangeable lenses and the versatility of D-SLRs with the small body and user-friendly advantages of a digital compact. Alongside creative Art Filters, a big 3 inch Live View display, AF Tracking and HD Movie, the E-P2 boasts the proven Supersonic Wave Filter dust reduction system and built-in image stabilisation. The PEN flagship looks the part too – its fine metal body and retro contours are the natural complement to special edition accessories in black.

The Pancake lens

Both new kits feature the amazingly small M.ZUIKO DIGITAL 17mm 1:2.8 Pancake lens, available exclusively in this bundle in black. With a length of just 22mm and weighing only 71g, this excellent wide-angle lens slips easily into a pocket or bag, so it's always ready for a spontaneous snapshot. For the sleek casing of the E-P2, the black version of the Pancake lens is the perfect match.

The versatile viewfinder

The new kits take full advantage of a key feature of the E-P2 – an Accessory Port for attaching an array of professional imaging devices. The E-P2 Special Black EVF Edition harnesses this potential with the dedicated VF-2 electronic viewfinder in black. For ambitious users, the VF-2 offers first-rate performance in extreme light conditions. What's more, it can tilt up to 90°, which makes it ideal for shooting movies and stills from awkward low angles. It shows setting adjustments in real time and thanks to its bright, high-contrast display, focusing is a breeze.

The retro flash

The E-P2 Special Black Flash Edition comes with the FL-14 external flash, available in black only in this kit. This beautiful accessory embodies the unique retro design of the original Pen. Directly controllable from the LCD, the lightweight FL-14 offers red eye reduction, slow and second-curtain

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synchronisation, a choice of three modes and a host of creative options in low light conditions. Outside this kit, it is available only in silver.

The classic cap

No true PEN enthusiast would be without this stylish and historic accessory. Its silver F logo is a striking visual reference to the front of the original Olympus Pen F and blends superbly with the black metal body of the E-P2. The cap can also be purchased separately for €49.90.

The E-P2 Special Black EVF Edition will be available for €1,079 and the E-P2 Special Black Flash Edition for €1,049 from October 2010.

The E-P2 Special Black EVF Edition contents

- E-P2 camera in black
- M.ZUIKO DIGITAL 17mm 1:2.8 Pancake lens exclusively in black
- VF-2 electronic viewfinder in black
- Historic lens cap with F logo

The E-P2 Special Black Flash Edition contents

- E-P2 camera in black
- M.ZUIKO DIGITAL 17mm 1:2.8 Pancake lens exclusively in black
- FL-14 external flash exclusively in black
- Historic lens cap with F logo

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