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PRESS INFORMATION

Award-winning lens system for PEN sets minimisation benchmark

New Olympus lens world's smallest 600mm telephoto*: M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7

Hamburg, 31 August 2010 – Olympus' revolutionary PEN camera range has yet another first to its name: the world's smallest and lightest* 600mm telephoto lens. The new M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7 (150-600mm) lens enhances Olympus' award-winning Micro Four Thirds lens system with an extraordinarily quick-focusing, compact telephoto lens that delivers excellent portability and outstanding image quality – for HD movies and stills. The new lens will be available in black and silver from December 2010.

The speed, compact size (70 x 116mm) and light weight of the tiny telephoto lens makes it convenient to carry – and easy to capture naturally expressive close-ups of children's faces, animals and landscape features. Its power and precision let users zoom right in on details they would otherwise miss, for example, the Statue of Liberty's face shot from the ground. The new M.ZUIKO DIGITAL ED 75-300mm is also ideal for recording HD movies. It features a rear-focussing mechanism that comprises only two lens elements, making it exceptionally fast and near-silent. This Olympus innovation enables users to capture stills and movies stress-free – and eliminates the whir that can otherwise ruin movie playback on a High Definition TV.

* Relative to lenses with comparable focal length, as of August 2010. The focal length of the M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7 is equivalent to a 600mm focal length lens for the 35mm film standard.

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