

## PRESS INFORMATION

**New super-zoom compact marks decade of Olympus SP range success**

### **Nothing gets closer, nothing comes close The new Olympus SP-810UZ Ultra Zoom**

Hamburg, 27 July 2011 – You can't get more flexibility than this. A dandelion clock shot from far off or St Peter's cathedral in close-up – when it comes to choosing your subject, the 36x wide-angle zoom on the new SP-810UZ guarantees virtually limitless freedom. No compact camera from Olympus has ever delivered better zoom performance. A fast, wide 1:2.9-5.7 24-864mm\* zoom lens and 14 Megapixel image sensor makes the SP-810UZ the benchmark in its class. As the most powerful camera in Olympus' Traveller category, it succeeds the prestige SP-800UZ. Not only is the SP-810UZ better equipped than its predecessor, it's also more compact. In fact, it's the smallest compact camera currently on the market with a zoom factor over 30\*\*, which makes it the ideal travelling companion. The SP-810UZ can even accompany you on that upcoming autumn holiday – it's available from the start of September for an extremely competitive €269, and comes in black or silver.

#### **Sharper shots**

The SP-810UZ is not just pretty to look at. It's also an expert performer, with stills or HD movies. The fast wide 1:2.9-5.7 24-864mm\* zoom lens combines with Dual Image Stabilisation and enhanced ISO sensitivity to guarantee pin-sharp photos and virtually eliminate blur in videos. And if a dynamic beach volleyball match needs to be recorded as photos, that's when AF-Tracking comes into play. It keeps subjects in focus even if they move in and out of the shot.

## **Creative options**

Anyone with a creative eye will be delighted by the total of 10 Magic Filters that can nearly all be applied to movies and stills. These include new Miniature and Reflection. Miniature gives your photos the look of a miniature model with stronger colours and contrast (by narrowing the depth of field) while Reflection simulates a magical horizontal reflection of your subject, as if it were standing next to perfectly flat water. What's more, the fast and wide precision lens gives even inexperienced users every chance to experiment with background blurring to create truly outstanding shots. In 3D Mode, the SP-810UZ combines two photos of the same subject from different angles to generate dynamic 3D images that can be viewed on a suitable screen in 3D. Another creative highlight is In-Camera Panorama that helps you capture a super-wide angle, wrap-around photo simply by panning the camera across the scene. Three frames are taken and combined by the camera.

## **HD playback**

To admire your images in glorious HD quality, you can hook the camera up to a flat-screen TV via the HDMI output. For an impressive sneak preview, the SP-810UZ comes with a large and bright 3-inch LCD in the 16:9 format. It also supports the Eye-Fi card, enabling simple transfer of photos via WLAN.

## **Easy operation**

By doing away with time-consuming manual settings, the SP-810UZ frees you up to concentrate on the essentials. Intelligent Auto Mode recognises the five most common photo scenarios and automatically optimises settings such as focus and lighting. With additional features like Advanced Face Detection or Beauty Mode, high quality imaging using is child's play on the SP-810UZ.

The SP-810UZ is available in black or silver from the start of September for just €269.

## **Outstanding features:**

### **Image Quality**

- 36x wide optical zoom (24-864mm\*) for superb close-ups and group shots
- TruePic III+ image processor for ideal colour reproduction and low noise
- 720p HD Movie with sound for capturing movies in excellent quality
- 14 Megapixels for high-quality full-size movies, stills and prints
- Dual Image Stabilisation for reducing blur with fast-moving shots

### **Usability**

- 3" colour LCD in 16:9 format (230,000 dots) for easily framing, reviewing and sharing shots
- Advanced Face Detection and Shadow Adjustment Technology for capturing people's faces just as you want them
- Beauty Mode for hiding unwanted blemishes
- Intelligent Auto Mode (i-Auto) and AF Tracking for easy setting and focussing
- Pet Detection Mode for automatically capturing dog's or cat's faces when they look at the camera
- Scene Modes for automatic settings that suit specific conditions (e.g., Fireworks, Sunset)

### **Creativity & Flexibility**

- 3D photo shooting mode for striking stills
- Eye-Fi Card compatibility for automatic wireless uploading of images to a website or PC
- 10 Magic Filters for adding creative effects to HD movies and/or stills: Punk, Pop Art, Pin Hole, Drawing, Fish Eye, Soft Focus, Sparkle

(photos only), Watercolour, plus new Miniature (photos only) and Reflection

- In-camera Panorama for quick and easy panorama shots

## Other key features

- Photo surfing and [ib] software for browsing, organising and viewing images by person, place, location or event
- HDMI technology for controlling your camera from one remote when it's connected to HD equipment
- SDHC and SDXC memory card compatible (UHS speed class is not supported)\*\*\*
- Built-in flash
- In-camera manual
- USB charging

\* 35mm camera equivalent.

\*\* As of July 2011.

\*\*\* SD is a trademark of SD Card Association.

**For feature descriptions, please go to**

<http://www.olympus-europa.com/corporate/images/Appendix.pdf>

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