

PRESS KIT

Olympus opens Perspective Playground at photokina 2018 with commitment to delivering the most mobile camera system

Olympus invites photokina visitors to experience the benefits of their interchangeable lens cameras at the Perspective Playground

Cologne, 25 September 2018 – In a press conference at photokina 2018, Olympus today emphasized their role as innovation leader in the mirrorless camera segment. Olympus confirmed their commitment to support the personal mobility and spontaneity of photographers with a professional camera system boasting great image quality while still being compact and featuring light weight.

Olympus management members Shigemi Sugimoto and Stefan Kaufmann explained the Micro Four Thirds sensor standard to deliver the best platform for this value proposition and invited all photokina visitors to experience the benefits at the Olympus Perspective Playground at photokina 2018.

The press kit available for download below contains the following information:

1. Olympus press conference presentation and speaker profiles
2. Statements by Shigemi Sugimoto (Executive Officer, Head of Imaging Business Unit Olympus Corporation) for photokina 2018
3. Press release Olympus Perspective Playground
4. Stage program Olympus Perspective Playground
5. Press release Olympus OM-D E-M1 Mark II promotion



For questions or additional information, please contact:

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About Olympus

Olympus Europa is the headquarters for the region EMEA (Europe, Middle East and Africa) of the Olympus Corporation, Tokyo, Japan. As a worldwide leading manufacturer of optical and digital precision technology, Olympus provides innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions. The company's award-winning products are instrumental in detecting, preventing and healing illness, driving scientific research and documenting life with artistic freedom. In the hands of its customers, Olympus' high-tech products help to make people's lives healthier, safer and more fulfilling.

For more information: www.olympus-europa.com