

PRESS INFORMATION

“Your trip, our contribution” cashback promotion expanded to a broader range of Olympus cameras and lenses

Olympus Winter Promotion: Even more cashback offers on selected OM-D cameras and M.Zuiko lenses

Hamburg, 01. October 2018 – Get more for less with Olympus’ new winter promotion offering up to 100 EUR cashback on a selected OM-D camera models and M.Zuiko lenses: Cashback claims for different models may be combined, all purchases from the range of eligible products below made between 01.10.2018 and 15.01.2019 are entitled to a cashback reward.

This is the ideal offer for everybody interested in stepping up from smartphone photography or switching to the world’s most mobile interchangeable lens camera system from big and bulky DSLR cameras. The promotion is valid for the following Olympus products: OM-D cameras E-M5 Mark II and E-M10 Mark III (body only & kit versions) as well as the M.Zuiko lenses ED 9-18mm F4.0-5.6, ED 12mm F2.0, 17mm F1.8, ED 60mm F2.8 Macro, ED 75mm F1.8 and ED 75-300mm F4.8-6.7 II.

Participating countries, dealers, registration and terms & conditions at <https://bonus.olympus.eu>.

Capture your next trip with the world’s most mobile interchangeable lens camera system! With the lightweight, compact Olympus OM-D cameras and M.Zuiko lenses, everybody can preserve that special magic of time spent on a trip or with their loved ones to brighten up dark winter days.

Customers buying any of the eligible products from 01.10.2018 to 15.01.2019 at participating dealers will be entitled to a cashback reward as listed below. Cashback amounts may be combined; claims must be submitted to Olympus by 15.02.2019 only at <https://bonus.olympus.eu>. Terms & conditions apply.

Eligible OM-D camera models

OM-D E-M5 Mark II (100 EUR cashback): Like all models in the esteemed Olympus OM-D range, the E-M5 Mark II is built to excel in speed, precision and image quality. This camera for discerning creative enthusiasts incorporates the famous Olympus 5-Axis Image Stabilisation (IS) system to



OLYMPUS WINTER PROMOTION OFFER DETAILS

- > Offer runs for purchasing dates between 1. October 2018 and 15. January 2019
- > Eligible products:
 - OM-D camera models (body only & kit versions)**
 - OM-D E-M5 Mark II
 - OM-D E-M10 Mark III
 - M.Zuiko lenses (single products only)**
 - M.Zuiko Digital ED 9-18mm F4.0-5.6
 - M.Zuiko Digital ED 12mm F2.0
 - M.Zuiko Digital 17mm F1.8
 - M.Zuiko Digital ED 60mm F2.8 Macro
 - M.Zuiko Digital ED 75mm F1.8
 - M.Zuiko Digital ED 75-300mm F4.8-6.7 II
- > Cashback claims only at <https://bonus.olympus.eu> until 15. February 2019. Terms & conditions apply

compensate for every possible blur making it ideal for capturing razor sharp photos and movies in low light without the need for a tripod.

OM-D E-M10 Mark III (100 EUR cashback): The OM-D E-M10 Mark III has been designed to encourage photography starters and enthusiasts to discover the joy of photography. Thanks to four camera assist shooting modes, even novice photographers can take stunning shots & video while on the go

Eligible M.Zuiko lenses

M.Zuiko Digital ED 9-18mm F4.0-5.6¹ (100 EUR cashback): Weighing only 155g and featuring a total length of just 49.5mm, this ultra-wide-angle lens supporting the OM-D camera's fast contrast AF adds a new dimension to ambitious photographers wanting to pack light equipment.

¹35mm equivalent: 18-36mm.

M.Zuiko Digital ED 12mm F2.0² (100 EUR cashback): Packed in a high-grade, sleek metal body, this compact lens is ideal for taking wide-angle photos in low-light conditions without flash. This lens is equipped with the Manual Focus Clutch mechanism which makes manual focusing smoother. A special lens element coating halves distracting and unwanted reflections compared to conventional coating.

²35mm equivalent: 24mm.

M.Zuiko Digital 17mm F1.8³ (75 EUR cashback): Outstanding image quality in a lightweight and extremely compact form: This 17mm lens brings along a large, ultra-bright F1.8 aperture for tripod-free shooting in low-light conditions as well as the unique Fast Focus Clutch mechanism. With this lens's advanced Movie & Stills Compatible (MSC) autofocus and special ZERO coating, users may easily capture the high-quality results they crave.

³35mm equivalent: 34mm.

M.Zuiko Digital ED 60mm F2.8 Macro⁴ (75 EUR cashback): This macro lens excels in image quality, versatility and resilience. It lets you get shots at a close range in true (1:1) life size with razor-sharp details and circular bokeh. The 60mm F2.8 Macro lens features a dust- and splash proof body and special coating for the lens elements, so that it provides reliable results even during harsh weather conditions in winter.

⁴35mm equivalent: 120mm.

M.Zuiko Digital ED 75mm F1.8⁵ (100 EUR cashback): Any photography enthusiast interested in taking portraits and indoor shots will certainly reap the benefits of this prime lens. It delivers uncompromised image quality – with a bright open aperture of F1.8 – that stands out with crisp contrast,

edge-to-edge precision, high resolution and low aberration.

⁵35mm equivalent: 150mm.

M.Zuiko Digital ED 75-300mm F4.8-6.7 II⁶ (100 EUR cashback): Extreme telephoto performance for bringing far-off subjects up close. This surprisingly compact lens includes a whisper-quiet focusing motor and fast-focus function.

⁶35mm equivalent: 150-600mm.

Every Olympus camera and lens comes with a free six-month warranty extension* when registered via the MyOlympus platform at www.my.olympus.eu.

Product specifications are subject to change without notice. Please check the Olympus website at www.olympus-europa.com for the latest specifications.

**Six months on top of the statutory warranty in the country of purchase.*

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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