

PRESS INFORMATION

First professional 8.3x zoom lens with constant 1:4.0 aperture

The professional travel zoom experience: Olympus M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO

Hamburg, 19 September 2016 – Pro photographers can now travel light while enjoying a level of professional zoom performance like never before. The 8.3x zoom Olympus M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO (35mm equivalent: 24-200mm) covers a focal length range that previously required the help of a second lens to achieve at this level of quality. There is nothing quite like it for professional shooting versatility and overall breathtaking performance with the Sync IS system delivering up to 6.5 EV steps compensation** in conjunction with a matching camera model. Dust-, splash- and freezeproof, this ideal travel companion belongs to the flagship M.ZUIKO Pro series. It returns exceptional 1:4.0 image quality results throughout the entire wide-angle to telephoto range. A minimum working distance of merely 1.5cm ensures extreme close-up performance. Becoming available in November 2016, the Olympus M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO will retail for €1,299.00.

Travel light with heavy performance

With the M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO, Olympus delivers the first professional 8.3x zoom lens with a constant 1:4.0 aperture. Until now, at least two lenses were required to provide a focal length spectrum spanning an expansive 12-100mm (35mm equivalent: 24-200mm) to obtain results in this quality league. Photographers now have the freedom to disencumber themselves from superfluous equipment while still enjoying professional quality results. This level of versatility is underscored by the inherent lightweight and compact Micro Four Thirds system characteristics and the dust-, splash- and freezeproof attributes that all Olympus M.ZUIKO Pro products share. As such, the lens represents the ideal accompaniment to the Olympus OM-D system for highest quality, go-anywhere equipment – that is always at the ready and can always be with you.

Down to the finest detail

Breathtaking close-ups are at your fingertips with the M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO. A minimum working distance of just 1.5cm



M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO

Main Features:

- > Professional 8.3x travel zoom lens
- > Constant 1:4.0 aperture
- > Dust-, splash- and freezeproof
- > 1.5cm minimum working distance for extreme close-up performance
- > Combines up to 6.5 EV steps** compensation when used with compatible Olympus camera and built-in 5-axis Sync IS
- > Z Coating Nano to significantly reduce flaring
- > High-precision, very fast AF
- > L-Fn button and focus clutch
- > Weight: only 561g

ensures the possibility to capture the finest detail at amazingly short range and benefit from extreme wide-angle shooting capabilities.

Unprecedented image quality

The image results this latest lens can deliver will become inspiration for fellow photographers. Besides the quality leap provided by the constant 1:4.0 aperture, built-in image stabilization of up to 6.5 EV steps compensation** is provided by the 5-axis Sync IS system – returning the highest level of compensation that is currently available on the market. Flaring is also significantly reduced thanks to the lens' Z Coating Nano. A very fast, high precision AF system is also on board to capture still or moving subjects with the highest clarity and definition. Photographers will also value the customizable L-Fn button, which users can individually set to obtain fast access to a specific lens function, as well as the focus clutch feature that assist in allowing for smoother and faster manual focusing whenever the situation arises.

Featuring a metal build, the M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO is also as tough as it is versatile and weighs only 561g. The wait for this perfect all-round travel zoom lens is almost over. The M.ZUIKO DIGITAL ED 12-100mm 1:4.0 IS PRO will become available in November 2016 and will retail at a recommended price of €1,299.00.

Every Olympus lens and camera comes with a free six-month warranty extension* when registered via the MyOlympus online platform.

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

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

** In conjunction with compatible Olympus camera models

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About Olympus

Olympus Europa is the headquarters for the region Europe, Middle East and Africa (EMEA) of the Olympus Corporation, Tokyo. 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