

PRESSRELEASE

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New and Improved Super Telephoto Zoom lens for OM-D and PEN cameras

The M.Zuiko Digital 75-300mm MkII telephoto zoom lens features updated professional-grade multi-coating, and a re-styled exterior to match the bestselling Olympus OM-D camera



SYDNEY – 30 January 2013 – Olympus Imaging is pleased to announce the new M.Zuiko Digital 75-300mm MkII f4.8-6.7, an updated version of its popular Super Telephoto Zoom lens for OM-D and PEN cameras. It features improved multi-coating technology, extremely fast and quiet autofocus, and an exterior design that complements the Olympus OM-D camera.

With a big zoom range equivalent to 150-600mm¹, the M.Zuiko 75-300mm lens has long been a favourite telephoto zoom of wildlife, nature, sport and landscape photographers using OM-D and PEN cameras. Its extremely long visual reach enables the photography and videography of sensitive wildlife and nature subjects from far away, brings on-field sport action up close, and tightly frames distant scenic views. A light 423g weight and a closed length of only 11.65cm makes this powerful zoom lens extremely easy to carry around.

The updated M.Zuiko 75-300mm MkII retains the high performance optical design of the first version and features true professional-grade² optics. Imaging quality has been further improved with the application of Olympus' finest lens multi-coating on all glass surfaces, known as "ZERO" Coating (Zuiko Extra-Low Reflection Optical Coating). Performance improvements are significantly higher flare-resistance, even better picture contrast, and enhanced clarity. Glare in backlit photography is considerably reduced with ghosting fully eliminated.

To ensure that great shots are rarely missed, and smooth AF tracking for movie recording is available, Olympus' MSC (Movie & Still Compatible) lens drive system is used to provide very fast and silent autofocusing. This remarkable zoom lens has a minimum close focus distance of a mere 1.5m³ at 600mm equivalent range. Close-up shooting of small nature subjects such as flowers, insects and birds is especially easy from an un-intrusive distance of approximately 10-15 meters away.

Design highlights

1. 75-300mm zoom (150-600mm¹ equivalent)
2. F4.8-6.7 maximum aperture
3. ZERO (Zuiko Extra-low Reflection Optical) coating technology
4. MSC (Movie & Still Compatible) drive system for fast and silent autofocus
5. Circular aperture diaphragm for smooth out of focus blur
6. Close focus distance of 1.5m at 600mm³
7. New style lens exterior to match OM-D camera



¹ In the 35mm film format

² Its high-performance 18 element in 13 group optical design uses a Super ED (Extra-low Dispersion) lens element, and two ED lenses to eliminate chromatic aberrations. 3 HR (High-refractive) lenses keeps the physical size compact and further reduces optical aberrations.

³ 0.9m at 150mm setting

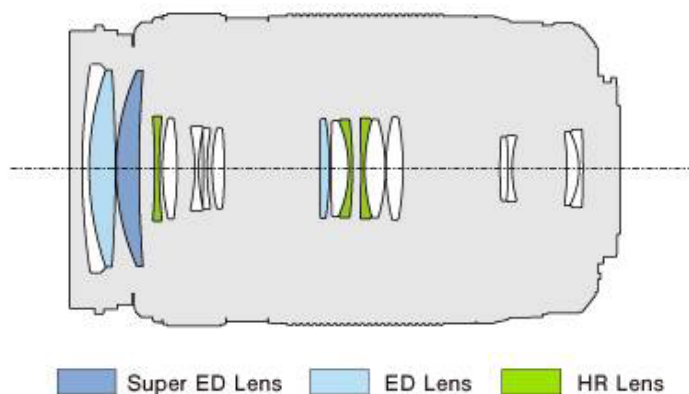
The new M.Zuiko Digital 75-300mm MkII lens has a redesigned exterior that complements the clean design of the bestselling Olympus OM-D camera. With the world's most advanced 5-axis image stabilisation system built into the OM-D camera, photographers can confidently shoot handheld without a tripod under most lighting conditions, and capture shake-free pictures with this new lens even at the extreme 600mm zoom end.

With a combined weight of only 848g, the OM-D and the M.Zuiko 75-300mm MkII is the perfect big zoom combination for travel and field photography.



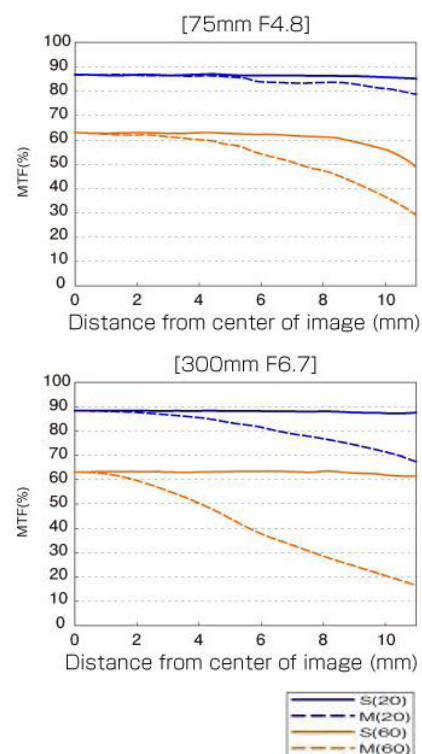
Technology

Optical Design



High-performance 18 element in 13 group optical design uses a Super ED (Extra-low Dispersion) lens element, and two ED lenses to eliminate chromatic aberrations. 3 HR (High-refractive) lenses keeps the physical size compact and further reduces optical aberrations.

MTF Chart



Long working distance for macro photography



M.Zuiko Digital 14-42mm II R



M.Zuiko Digital ED 75-300mm f4.8-6.7 II



Compared to the standard M.Zuiko Digital 14-42mm zoom lens, the new M.Zuiko 75-300mm MkII provides a long working range for macro photography at the 600mm zoom end. This capability enables small wildlife to be easily captured from far away without disturbing the subject.

ZERO Coating**State-of-the-art thin-coat application process developed from multi-layering technology for high-performance microscopes**

- Reduces reflectance at the 450-650nm wavelength by 50% to provide a sharp and clear picture
- Reduces ghosting and lens flare even when shooting against the light
- Unique vacuum evaporation process results in a strong optical coating that has high scratch-resistance, helping maintain high multicoating performance over time



The Olympus M.Zuiko Digital 75-300mm MkII is available in Black, in March 2013. Its recommended retail price is to be announced.

About Olympus

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The Olympus consumer range encompasses still and video imaging products, binoculars and digital audio recorders. Your Vision, Our Future.

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