

PRESSRELEASE

17.10.2019

Olympus OM-D E-M5 Mark III

Empowering You to Break Free From Heavy Gear

A Compact, Lightweight Interchangeable Lens Camera with Advanced Functions Derived from Our Professional OM-D Models



SYDNEY – 17 October 2019

Olympus Australia is pleased to announce the newest Micro Four Thirds System standard interchangeable lens camera, the Olympus OM-D E-M5 Mark III, scheduled to go on sale late November 2019. This model features dustproof and splashproof abilities in a compact and lightweight body. Featuring the reliability, high speed and high precision AF of the Olympus OM-D E-M1 Mark II, the E-M5 Mark III offers outstanding portability when paired with a compact and lightweight M.Zuiko Digital lenses.

The Olympus OM-D E-M5 Mark III is a highly portable interchangeable lens camera equipped with the same 121-point all cross-type On-chip Phase Detection AF as the OM-D E-M1 Mark II, offering high-speed, high-precision autofocus capabilities in a compact, lightweight body. It also features a powerful image stabilisation along with versatile shooting features such as Live Composite and Live Bulb. Even when paired with the M.Zuiko Digital ED 12-40mm F2.8 PRO lens, it remains a compact, lightweight camera system that can fit in a small bag to take anywhere. The 121-point all cross-type On-chip Phase Detection AF delivers high-speed precision focusing, even for fast-moving subjects where focus is difficult, so users never miss a photo opportunity.

Olympus interchangeable lens camera systems' biggest advantage is their amazing mobility thanks to the compact, lightweight camera system. The combination of a high-performance lens line-up and powerful image stabilisation gives sharp, high- quality photos and videos in a variety of scenes.

Feature Highlights

1. Outstanding portability and high image quality in a compact, lightweight dustproof and splashproof body
 - High image quality from the OM-D E-M1 Mark II
2. The same 121-point all cross-type On-chip Phase Detection AF as Olympus professional models
 - Up to 10fps high-speed sequential shooting in AF/AE
3. Equipped with a new compact image stabilisation unit and in-body 5-axis Image Stabilisation (IS) for high image quality
 - Up to 5.5 shutter speed steps of compensation
4. Equipped with versatile shooting features unique to Olympus such as Live Composite.
5. Tripod High Res Shot for capturing 50M equivalent high-resolution photos
6. 1/8000 second high-speed mechanical shutter

Key Features

I. Outstanding portability and high image quality in a compact, lightweight dustproof and splashproof body

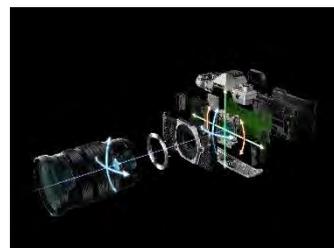
Compact, lightweight overall system

All parts of the E-M5 Mark III have been miniaturized to provide the smallest body possible. Dramatic improvements in power-saving performance make it possible to use the more compact BLS-50 battery for an even more lightweight and compact form overall. This model can easily be carried on trips even when paired with a large-diameter standard zoom lens. The compact system size means that users can shoot for long periods of time in locations where tripods cannot be used so photo opportunities are not missed. Olympus also offers a diverse lineup of high-resolution, compact, lightweight interchangeable lenses.



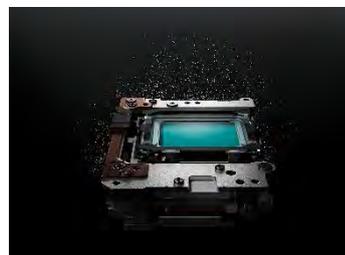
High image quality from the OM-D E-M1 Mark II

Just as on the E-M1 Mark II, this model boasts a combination of the approximate 20.4 Megapixel Live MOS sensor, the latest high-speed TruePic VIII image processor, and powerful image stabilisation. When paired with high-resolution M.Zuiko Digital lenses, it is capable of capturing images with minimal noise even at high-sensitivity settings and delivers high image quality with minimal distortion up to the edges of the shot.



Excellent dustproof, splashproof and freezeproof performance

The entire camera body is sealed for high-performance dustproof, splashproof, and freezeproof capabilities so users can focus on shooting with the E-M5 Mark III¹ without worrying about the environment. This model is also equipped with SSWF (Super Sonic Wave Filter) that vibrates the image sensor filter 30,000 times per second to drastically reduce the amount of dust and dirt that ends up in photos.



Delta shape that inherited from the OM-1

Across the globe, the Olympus OM-1² was highly regarded as a compact, high-performance system SLR. One of its iconic features was its delta shape of the viewfinder, resulting in a classy form that made it a pleasure to own. This delta shape is used on this model, along with thumb rests on the back with an enlarged grip to provide a more solid hold on the camera.



II. Same 121-point all cross-type On-chip Phase Detection AF as Olympus professional models

121 AF points for greater focusing freedom

The E-M5 Mark III is equipped with 121-point all cross-type On-chip Phase Detection AF for focusing across a wide range of the screen, a staple feature in the E-M1 Mark II. Unlike DSLR cameras, there is no degradation in AF precision when using a fast lens. The E-M5 Mark III offers high-precision, high-speed focusing from the maximum aperture setting of all M.Zuiko Digital lenses regardless of subject patterns. The algorithm has also been improved over previous models, preventing the focus from unexpected jumping to the background even in mixed perspective scenes with near and far subjects.

Up to 10 fps high-speed sequential shooting in AF/AE tracking, optimal for moving subjects

Up to 10 fps high-speed sequential shooting in AF/AE tracking is possible on this model for capturing subjects with intense movements, such as sports photography. The moving subject tracking algorithm utilizes AF information from both Live View images and recorded images to enable quick tracking of unpredictable subject movement and changes in subject speed.

Lens design for high-speed autofocus

M.Zuiko Digital lenses offer compact, lightweight lenses for fast focusing, which use an actuator that enables high-speed, high-precision, quiet lens driving. The high-speed, high-precision AF of the E-M5 Mark III brings out the full potential of the superior focusing available with M.Zuiko Digital lenses.

III. Equipped with a new compact image stabilisation unit and in-body 5-axis Image Stabilisation (IS) for high image quality

Maximum 5.5 shutter speed steps of compensation³ with in-body 5-axis IS

A new 5-axis IS unit was developed to deliver a high level of image stabilisation in a compact, lightweight body. Based on camera shake information obtained from the high-sensitivity gyro sensor and image analysis, the TruePic VIII image processor precisely controls the IS unit to enable up to 5.5 shutter speed steps of compensation performance. The in-body 5-axis IS ensures image stabilisation with all M.Zuiko Digital lenses used with the E-M5 Mark III. In addition to angular and shift blur, roll blur, which cannot be compensated for by in-lens image stabilisation only, is corrected for powerful handheld shooting support.

Support for 5-axis sync IS

By synchronizing the in-lens IS of supported lenses⁴ with in-body 5-axis IS, the E-M5 Mark III delivers higher image stabilisation for up to approximately 6.5 shutter speed steps⁵ of compensation performance, making it perfect for dim situations and telephoto shooting.

IV. Equipped with versatile shooting features unique to Olympus such as Live Composite

Live Composite for long exposure shooting

This model is equipped with Live Composite, which overlaps multiple shots recorded at the same shutter speed and composites only the sections that are brighter for capturing light trails. This feature helps prevent the common phenomenon of images that are too bright overall when shooting long exposures. Users can check the progress of light trails in real-time using Live View, something that is not possible on an SLR.

Pro Capture mode for capturing a split-second moment

Pro Capture mode makes it possible to record scenes that are difficult to time at a full pixel count of 20M, such as a bird taking flight. From the moment the shutter button is pressed fully, 14 frames are retroactively recorded, and up to 30 fps high-speed shooting is available in Pro Capture H. RAW recording is also supported.

Focus Bracketing and Focus Stacking for close-up shots

Focus Bracketing can capture up to 999 shots with a single shutter activation while shifting the focal position slightly between each shot. The amount of focal shift can be selected from 10 levels, and recorded images can be combined into a single image using Olympus Workspace V1.1 image editing software. It is possible to create a single image with a depth of field that cannot be obtained simply by stopping down the aperture. Because the aperture is not stopped down too far during shooting, this feature also enables high image quality. The camera is also equipped with Focus Stacking, which automatically composites images on the camera. Eight photos with different focal positions are composited on the camera for a photo with a greater depth of field that is in focus from the foreground to the background.

Tripod High Res Shot for capturing 50M equivalent high-resolution photos

Tripod High Res Shot shifts the image sensor in 0.5-pixel increments while capturing 8 sequential shots, which are then merged into a single 50M equivalent high-resolution photo. This feature is perfect for landscape shots, product photography in a studio, and other situations that require high-definition images.



Additional Key Features

Large, high-visibility viewfinder

This model features an approximate 2.36 million-dot, high-contrast OLED panel for vivid colours and an EVF (electronic viewfinder) optical system for minimal distortion to the edges of the screen. Such a design makes framing more accurate so the user can concentrate on shooting. The long eyepoint makes it easy to check overall framing even when wearing glasses.



OM-D Movie for stable 4K video recording

Information from the On-chip Phase Detection AF sensor is used for optimal focusing when recording video. With this, users can record 4K 30P high-definition video. Combining 5-axis IS with electronic stabilisation makes it possible to record stable video with minimal camera shake. No special stabilisation equipment is required, even when moving around actively.

1/8000 second high-speed mechanical shutter

This camera features a high-speed mechanical shutter that operates up to 1/8000 second, making it possible to shoot at a wide aperture setting for defocusing effects even when using a large-diameter lens in bright outdoor conditions.



SCN (Scene) mode

In SCN mode, simply choose one of six themes and select the photo most like the scene you want to capture to activate optimal settings.

Art Filter

Equipped with 16 Art Filter options, you can capture creative photos using simple controls. While checking the filter effect on the LCD monitor, you can make images that are uniquely your own.



Anti-flicker shooting and flicker scan

With anti-flicker shooting, the camera detects the flicker frequency of light sources and controls the shutter timing at peak brightness to suppress exposure and colour variations between frames. Flicker scan makes it possible to select an appropriate shutter speed to reduce flicker effects.

Easy Wi-Fi connection to smartphones via Bluetooth®

Bluetooth® can be used to automatically connect the camera to a smartphone simply by starting up the Olympus Image Share (OI.Share) smartphone app for transferring recorded images to a smartphone via Wi-Fi. By using the Share Order function, the selected images on the camera can be automatically transferred to your smartphone.

Custom mode

This feature can be used to register frequently used camera settings to Custom (C on the mode dial). After being registered, simply set the mode dial to C to instantly activate and shoot using saved settings.



Charge the battery in the camera via USB

The battery inside the camera can be charged via USB, when on the move or not using the camera.

Separately Available Accessories

Dedicated External Grip for the OM-D E-M5 Mark III, ECG-5 (new, sold separately)

This accessory comes with a shutter release button and control dial and provides an improved hold on the camera.



Electronic Flash, FL-900R (sold separately)

This high-power flash with a maximum guide number of 58, synchronizes high-speed sequential shooting⁶. It has an angle of illumination of 24-200mm⁷ and 14-20mm⁷ when used with the wide panel. It features dustproof, splashproof, and freezeproof performance and can be used with the separately sold FR-WR Wireless Receiver for wireless⁸ flash firing via radio signal. It can also be used to wirelessly fire the bundled flash FL-LM3.



Electronic Flash, FL-700WR (sold separately)

This compact, lightweight electronic flash has a maximum guide number of 42. It provides stable wireless communication even in bright outdoor locations and when used around obstacles and also functions as a commander/receiver. Because it features a dustproof, splashproof and freezeproof construction, it can be used in any type of shooting scene. It can also be used to wirelessly fire the bundled flash FL-LM3.



Macro Flash, STF-8 (sold separately)

This macro flash is perfect for using the two heads to produce images with a greater sense of three-dimensional space and has a guide number of 8.5 (2 heads) or 6 (1 head). It features a dustproof, splashproof and freezeproof performance for outdoor use and supports the unique Olympus Focus Stacking feature for photos with a greater level of creativity.

Lens compatible with the bundled ring adapter are M.Zuiko Digital ED 30mm F3.5 Macro, M.Zuiko Digital ED 60mm F2.8 Macro, and M.Zuiko Digital ED 12-40mm F2.8 PRO.

Large Eyecup, EP-16 (sold separately)

This accessory block external light making the viewfinder easier to use. By using materials with elastic properties, the eyecup fits all eyes, regardless of whether the user is wearing glasses or not. Support from both the eye area and arms improve stability for a posture that reduces camera shake.

Remote Cable, RM-CB2 (sold separately)

This is a pin jack-style shutter release cable (φ2.5 mm) equipped with a convenient bulb lock for long exposures. The cable is approximately 80 cm long.

Compact Gun Microphone, ME31 (sold separately)

This directional gun microphone is useful when recording sounds outdoors such as bird singing. The adoption of machined metal body makes it very sturdy. It can be attached to the hot shoe of the E-M5 Mark III with a commercially-available hot shoe mount.

Pricing, Colours & Availability



Silver

Black

The OM-D E-M5 Mark III will be available from late November 2019.
RRP: \$1,999 AUD / \$2,299 NZD

The OM-D E-M5 Mark III and the M.Zuiko ED 14-150mm f4.0-5.6 II Lens Kit will be available from late November 2019.
RRP: \$2,499 AUD / \$2,799 NZD

About Olympus

Olympus Australia Pty Ltd is a subsidiary of Olympus Corporation, headquartered in Japan. Olympus Australia Consumer Division is responsible for the marketing and distribution of Olympus consumer products in Australia and New Zealand, and through Olympus agents and dealers in Papua New Guinea, Tahiti and the South Pacific region.

The Olympus consumer range encompasses still and video imaging products, binoculars and digital audio recorders.
olympus.com.au

For further information or high-resolution images please contact:

Olympus Australia

Natalie Nguyen

(02) 9886 3992

consumer.marketing@olympus.com.au

¹ When dustproof, splashproof M.Zuiko Digital lens is attached.

² Interchangeable lens SLR camera using 35mm film that was launched in 1972 (Initially named M-1 at time of launch).

³ M.Zuiko Digital ED 12-40mm F2.8 PRO at a focal distance of f=40mm (35mm equivalent: f=80mm), CIPA standards compliant on 2 axes (Yaw and Pitch).

⁴ M.Zuiko Digital ED 12-100mm F4.0 IS PRO, M.Zuiko Digital ED 300mm F4.0 IS PRO (As of October 17, 2019)

⁵ M.Zuiko Digital ED 12-100mm F4.0 IS PRO at a focal distance of f=100mm (35mm equivalent: f=200mm), halfway release image stabilisation: Off, frame rate: high speed. CIPA standards compliant on 2 axes (Yaw and Pitch).

⁶ Maximum 10 fps at a flash ratio of 1/32.

⁷ 35mm equivalent.

⁸ Electronic Flash FL-700WR or Wireless Commander FC-WR must be attached to the hot shoe of the OM-D E-M5 Mark III.

Specifications are subject to change without notice.

Company names and product names contained in this release are trademarks or registered trademarks of their respective companies.

System Accessories Summary

Product Name	RRP		Launch Date
	AUD	NZD	
Dedicated External Grip for OM-D E-M5 Mark III, ECG-5	\$299	\$339	Late November, 2019
Electronic Flash, FL-900R	\$649	\$749	Currently available
Electronic Flash, FL-700WR	\$499	\$579	Currently available
Macro Flash, STF-8	\$699	\$899	Currently available
Large Eyecup, EP-16	\$39	\$49	Currently available
Remote Cable, RM-CB2	\$79	\$99	Currently available
Compact Gun Microphone, ME31	\$299	\$359	Currently available

Specifications are subject to change without notice.

Company names and product names contained in this release are trademarks or registered trademarks of their respective companies.