



OLYMPUS -SYSTEM



Everything has changed

OLYMPUS

Your Vision, Our Future



The Olympus E-1 is the first professional system camera to be designed from scratch for the digital age. System components like lenses, bodies and flash units communicate with each other digitally. Optics are designed with digital sensor characteristics in mind. Controls and image processing features make maximum use of a legacy-free digital platform.

Current lens lineup: Zuiko Digital 14-54mm (28-108mm equiv) f2.8-3.5
Zuiko Digital 50mm (100mm equiv) f2.0 Macro
Zuiko Digital 50-200mm (100-400mm equiv) f2.8-3.5
Zuiko Digital 300mm (600mm equiv) f2.8

The Olympus

Why? Before the arrival of the Olympus E-System, professional photographers were forced to accept fundamental compromises imposed by digital cameras based on 35mm film camera platforms. Limitations included high cost for full-frame sensor cameras or a restricted lens field of view with cheaper, smaller sensor cameras. 35mm system lens optics designed for film were not optimised for digital sensor characteristics. Olympus, without the burden of maintaining a legacy system, was free to design a brand new digital camera system, incorporating many features new to the sector, including smart lenses and flash units and fly-by-wire focus control. By basing the system on a fixed, compact sensor size: small, bright, relatively lightweight and high performance lenses can be designed optimally for the digital domain. The Olympus E-System is all about the future, not the past.



for more information visit
www.olympus-pro.com

OLYMPUS

Your Vision, Our Future

A dedicated system giving
the professional photographer
superior benefits of:



Best Innovative Technology for
the Four Thirds system

> Image Quality > Speed > Image Control > Operation > Durability > Connectivity

E-System

The Olympus Four Thirds type system is the answer to the uncompromising demands of professional photography. It represents a break from the past and frees digital SLR photography from the confines of conventional camera technology.

Our vision was to produce a

new generation of professional digital SLRs. We saw that existing systems on the market, which combined analogue and digital technology, suffered from losses in performance.

We decided to go a different way and developed

a completely new standard not constrained by former restrictions. Four Thirds is the outcome of our concentrated efforts. Placing the specific requirements of digital technology first, it delivers significant advantages compared to conventional systems.



The E-1 camera
and 300mm
f2.8 lens
Actual size

"this is a camera I will continue to use"

The Olympus sponsorship of the Ferrari Scuderia Formula 1 team has given Jon Nicholson a great opportunity to test the Olympus E-System. During the current Formula 1 season Jon has been documenting the races and behind-the-scene action for Olympus in some of the most demanding photographic conditions.

"As a photographer who hasn't used digital a huge amount in my professional capacity the Olympus E-1 has been most enlightening. The camera is extremely responsive and I felt comfortable using the new system in a very short period of time. The system offers great advantages with the weight of the lenses. The 50-200 mm and the 14-54 mm lenses make it very easy to walk freely in very crowded areas and still be able to shoot inconspicuously. The weight and size of the long lenses allow hand held shooting to gain stunning images during the races.

The responsiveness of the manual setup and its shutter speed priority mode enable one to capture the essence of Formula 1. My time with the Olympus E-System during this Formula 1 season have given me a great insight into this new development in image taking. The quality of the images and the easy to use operation will ensure this is a camera I will continue to use."



All images on this page taken by Jon Nicholson, using the Olympus E-1 at the Italian Grand Prix in Monza.



E-1 Technical Specification

- Legacy-free Single Lens Reflex system based on Four Thirds open standard
- Tough splash-proof magnesium alloy construction
- Smart microprocessor-controlled Zuiko Digital interchangeable lens system featuring fly-by-wire focusing and user-upgradeable firmware
- Unique digital communications system between body, lenses and flash units
- E-1 body controlled by three custom parallel processing ASICs combined with 128MB fast buffer memory for optimised image shooting and processing
- 3 frames per second shooting for up to 12 frames regardless of resolution and image format
- Compact Flash type VII (including Microdrive) support, Lexar Write Acceleration ready
- Simultaneous RAW and JPEG shooting
- USB 2.0 Hi-Speed and IEEE1394 (Firewire) connectivity
- Comprehensive wired remote control operation via PC/Mac software
- Bright 100% view optical TTL viewfinder with interchangeable focus screens
- Four Thirds type 5 megapixel Full Frame Transfer (FFT) CCD sensor
- Sensor dust protection using unique Supersonic Wave Filter
- Electronic focal plane shutter (P: 1/4000 to 2 secs, A, S and M 1/6000 to 60 secs. Built up to 8 mini, X-sync 1/180 (FL-50 flash unit syncs throughout the shutter speed range)
- Three-zone matrix metering system with 2% spot meter, average and evaluative modes.
- ISO range 100 - 3200 (00-400 Auto, 100-800 manual setting, 100-3200 manually via ISO boost mode)
- Auto white balance system with image and ambient light sensing and bracketing option
- Phase-detection autofocus system with three AF points
- Switchable Adobe 1998 and sRGB colour spaces
- Comprehensively customisable external controls
- Dimensions 141 x 104 x 81 mm (WxHxD)
- Weight 660 g (without batteries and CF card).

For further information please phone 0800 072 0070 or log on to www.olympus.co.uk