



Miniaturised optics. Maximum brilliance.

Digital Cameras
Product Overview Autumn/Winter

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OLYMPUS












Your Vision, Our Future

Discover your world.
OLYMPUS IMAGING EUROPA GMBH
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OLYMPUS

Your Vision, Our Future

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	Excellent 20x zoom – minimum size.				



Perfection at its smallest size.

How can you capture a moment and hold onto it forever? By being at the right place at the right time. And by travelling with a camera that perfectly captures precious moments. Since the construction of its first optical highlight – a microscope built in 1920 – Olympus does its best to condense cutting-edge

technology into small and robust optical tools especially endoscopes, microscopes and cameras. More than 70 years after the first ZUIKO lenses and 60 years after establishing the 35mm camera in Japan, Olympus remains true to itself. Miniaturised optics. Maximum brilliance. That is the maxim for Olympus, because a

perfect camera depends on ultra-slim and perfectly constructed and crafted lenses. That is why Olympus can offer μ cameras with refined design. That is why Olympus developed shockproof and waterproof cameras. And that is why Olympus is the first brand that provides a 20x zoom in a small compact digital camera.

All of our cameras provide you with most possible convenience because they are built so robust and so small as to be carried anywhere and at any time you like – made to capture the moment in brilliant photos.

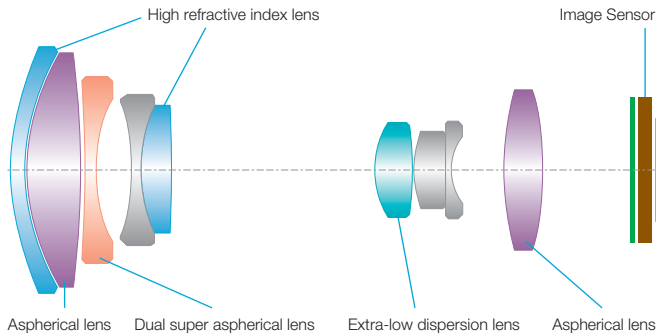
Olympus. Discover your world.

Closer, sharper, smaller.

Olympus optical technology.

Getting closer without a lot of camera equipment. Getting tougher with a small-sized compact camera in your hand. Getting smaller and increasing the zoom magnification at the same time. Olympus invests all its knowledge and its experience in developing cameras as well as medical equipment with the finest optics. The lenses of the new Olympus compact cameras are not only extremely small but are also setting new quality standards. Olympus developed a mass production technology

for its highly innovative lenses. As a positive effect, it is possible to produce lenses with a reduced number of lens elements, thus allowing the lens size and camera size to be minimised. At the same time, the lens quality level could even be further increased thanks to optimal refraction and lowest possible aberration. That is why Olympus is the first brand to offer a compact digital camera with a 20x zoom and a shockproof, waterproof and crushproof camera with a 3.6x wide optical zoom.



Dual Image Stabilisation.

Life is about action, and not about keeping still. That is why some of the most beautiful photos are those of people in motion. To avoid blurry pictures when shooting with an extremely high zoom, in dim light or without a flash, Olympus has developed Dual Image Stabilisation for double protection against blur: a mechanical image stabiliser compensates for blur caused by

any camera movements, and in combination with digital image stabilisation, the exposure time can be reduced so much that even a fast-moving subject will still be sharp.

TruePic III Processor.

This processor makes image processing faster, reduces noise and results in more natural colours.



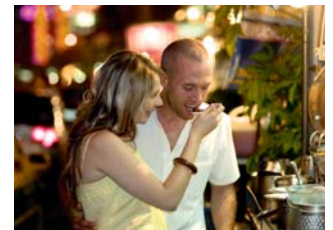
1x zoom



Without Dual Image Stabilisation



20x zoom



With Dual Image Stabilisation

Cutting-edge technology in a small compact body.

Face Detection Technology.

You can take an Olympus camera everywhere – at any time. Thanks to the Face Detection Technology the Olympus camera ensures that faces are always perfectly captured even under adverse light conditions. The camera identifies one or more faces (up to 16 faces with Advanced Face Detection*) in the composition and automatically adjusts to a sharp focus. Photos of faces against a light background are clear and natural thanks to the exposure compensation. The



Without Face Detection



With Face Detection

same applies to night portraits with a flash, where the camera regulates exactly the right amount of light. In combination with Shadow Adjustment Technology* the rest of the picture is also exposed correctly. And in the “Smile Shot” scene mode*, the camera can even tell whether a person is smiling or not and snaps at precisely the right moment.

Intelligent Auto Mode*.

If you want to catch the moment, you must be fast. Sometimes you haven't even got the time to select a specific scene mode. That's why Olympus developed the Intelligent Auto Mode. This brand-new feature combines Advanced Face Detection and Shadow Adjustment Technology** and detects the five most commonly used scenes automatically: Portrait, Landscape, Night and Portrait, Macro and Sports.



Shadow Adjustment function contains patented technologies from Apical Limited.

HyperCrystal LCD and BrightCapture Technology.

The fun of photography shouldn't end because the sun is shining too brightly or it is getting dark. Therefore, all μ and cameras in this brochure and the SP-570UZ are equipped with a HyperCrystal LCD which makes it easy to see what you're photographing in glaring sunlight or at an extreme viewing angle. The HyperCrystal II LCD*** has been further improved in order to provide even better colour reproduction and contrast. And when it gets darker, the



Without HyperCrystal LCD



With HyperCrystal LCD

*** Featured on μ 1030 SW and μ 1050 SW

**** microSD is a trademark of the SD Card Association

image preview on the LCD is up to four times brighter than on conventional models, thanks to BrightCapture Technology, now built into every Olympus compact digital camera.

microSD**** Compatibility.

Nowadays, microSD cards are often used in electronic devices such as mobile phones. Therefore, Olympus is now enabling consumers to use their microSD cards as well in most of the current Olympus digital cameras by supplying a special microSD attachment with the camera which can be used alternatively to xD-Picture Cards.

*Not available on all models
**FE-370: Intelligent Auto Mode without Shadow Adjustment Technology



7x zoom – in a slim metal body.

The Olympus μ 1060:

Life is what you make of it. With an Olympus camera it is even more fun: the μ 1060 combines miniaturised optics, state-of-the-art design and cutting-edge technology in a slim metal camera body. With a stunning 7x optical zoom, there are practically no limits to the distance between

you and your subject, and the Dual Image Stabilisation prevents blurry photographs. The extremely slim compact camera features the new Intelligent Auto Mode that allows the camera to detect the five most commonly used scenes automatically. And with a generous 7.6cm/3.0" Hyper-Crystal LCD, it also enables you

to frame and view your images, even in bright sunlight. Enjoy the miniaturised optics and maximum brilliance.



Midnight Black



μ 1060

Fun at its finest.



Midnight Black



Starry Silver



Cyan Green

μ 1060



- Exceptional 7x optical zoom (37–260mm*) in a slim metal body to capture great scenes through to exciting close-ups
- Avoids blur thanks to Dual Image Stabilisation
- 7.6cm/3.0" HyperCrystal LCD for excellent preview even in brilliant sunlight
- The easy way to perfect images – Intelligent Auto Mode detects the five most commonly used scenes and adjusts settings, focus and exposure automatically
- Advanced Face Detection of up to 16 persons for perfectly focused and exposed faces plus correct exposure of other image areas
- Don't miss the moment with high-speed 9fps sequence shooting**
- 10 Megapixels to make poster-size prints
- Live up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible



1x zoom



7x zoom

*Equivalent to a 35mm camera

**In 3 Megapixel mode



Slim zoom. Slim body.



μ 1040



A camera is always a matter of personal style. Based on this principle we developed the extremely slim, metal-bodied μ1040 which fits a 3x optical zoom to let you get close to your subject and take sharp high-definition photos. The large 6.9cm/2.7" HyperCrystal LCD enables you to view your images in exceptional quality on the screen and makes framing easy, even in brilliant sunlight. And the Intelligent Auto Mode combines

Advanced Face Detection and Shadow Adjustment Technology with the five most commonly used scenes. The Advanced Face Detection detects up to 16 persons in the scene. As a result, the μ1040 is the perfect symbiosis of seeing and being seen.

- Miniature 3x optical zoom 38–114mm* in super-slim metal body (16.5mm**) to capture great scenes through to exciting close-ups
- 10 Megapixels to make poster-size prints
- The easy way to perfect images – Intelligent Auto Mode detects the five most commonly used scenes and adjusts settings, focus and exposure automatically
- Advanced Face Detection of up to 16 persons for perfectly focused and exposed faces plus correct exposure of other image areas
- 6.9cm/2.7" HyperCrystal LCD for excellent preview even in brilliant sunlight
- Don't miss the moment with high-speed 14fps sequence shooting***
- Digital Image Stabilisation for less blur also in low light
- TruePic III image processor for faster image handling and higher image quality
- Live up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible



1x zoom



3x zoom

* Equivalent to a 35mm camera

** At the thinnest part

*** In 3 Megapixel mode

7x closer,
7x more fun.



Midnight Black



Starry Silver

Royal Blue



μ 1010



Enjoy the synergy of fun and perfection – the μ1010 offers you miniaturised optics and versatile high-tech features in a slim metal body. With its 7x optical zoom you're always close to your motif while the Dual Image Stabilisation avoids any blur caused by a trembling hand and allows razor-sharp shots at long focal distances. Face Detection and Shadow Adjustment Technology guarantee brilliant photos even in difficult light conditions and with a resolution of 10.1 Megapixels

you can print out your photos in poster size to impress your friends and family.

- Exceptional 7x optical zoom (37–260mm*) in a slim metal body to capture great scenes through to exciting close-ups
- Avoids blur, thanks to Dual Image Stabilisation
- 10.1 Megapixels to make poster-size prints
- Face Detection for perfectly focused and exposed faces plus correct exposure of other image areas
- 6.9cm/2.7" HyperCrystal LCD for excellent preview even in brilliant sunlight
- TruePic III image processor for faster image handling and higher image quality
- Enhanced panorama function for spectacular panorama images**
- Liven up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible



1x zoom



7x zoom



Without Dual Image Stabilisation



With Dual Image Stabilisation

* Equivalent to a 35mm camera

** In connection with the Olympus xD-Picture Card



High-precision 3x zoom in a tough body.

The Olympus μ 1050 SW:

People who quickly get bored at home need a camera which is designed for the world outside, like the μ 1050 SW, the perfect combination of toughness and high-tech features that fits into every bag. It is waterproof to a depth of 3m, shockproof to a height of 1.5m and has a high-

precision 3x optical zoom at its disposal. This makes it the ideal partner for a weekend trip in the great outdoors, for the snow and icy rocks. The TAP Control allows for the first time to operate the camera by tapping the body. Furthermore, the μ 1050 SW offers one of the latest features of digital photography: the camera

automatically detects up to 16 faces and then sets optimal exposure and focus. All you've got to do is press the button.



Dolphin Grey



μ 1050 SW

Adventures in poster-size format.



μ 1050 SW



- High-precision 3x optical zoom (38–114mm*) to capture great scenes through to stunning portraits even in tough conditions
- Shooting when its getting tough, wet and cold – shockproof to 1.5m**, waterproof to 3m*** and freezeproof to –10°C
- TAP control menu for great convenience
- Advanced Face Detection of up to 16 persons for perfectly focused and exposed faces plus correct exposure of other image areas
- 6.9cm/2.7" HyperCrystal II LCD for excellent preview even in brilliant sunlight
- 10.1 Megapixels to make poster-size prints
- Digital Image Stabilisation for less blur
- TruePic III image processor for faster image handling and higher image quality
- Liven up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible

* Equivalent to a 35mm camera

** Equivalent to MIL Standard (Olympus test conditions)

*** According to IEC standard publication 529 IPX8



The toughest camera in the world.



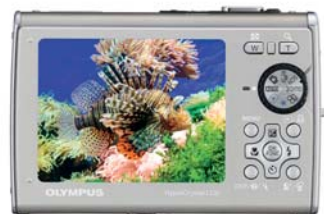
Midnight Black



Platinum Silver



British Green



μ 1030 SW



With the μ1030 SW, Olympus establishes a new benchmark in the area of ultra-tough compact cameras. An ultra-thin high-quality lens, highly protected in an extremely robust body turns the μ1030 SW into the toughest camera ever seen. The camera is waterproof to a depth of 10m, shockproof to 2m, crushproof to 100kg and freezeproof to -10°C. With a 28mm wide-angle lens and the 3.6x optical zoom the μ1030 SW is precisely the right camera for stunning

landscape and underwater shots. And due to its small size the camera fits into the smallest bag. As a result the μ1030 SW is the perfect combination of maximum toughness and minimum size for brilliant images of your toughest moments.

- High-precision 3.6x wide optical zoom (28–102mm*) to capture great scenes through to stunning close-ups even in extreme conditions
- Shooting even in toughest situations – shockproof to 2m**, waterproof to 10m***, crushproof up to 100kg**** and freezeproof to -10°C
- 6.9cm/2.7" HyperCrystal II LCD for excellent preview even in brilliant sunlight
- 10.1 Megapixels to make poster-size prints
- Face Detection for perfectly focused and exposed faces plus correct exposure of other image areas
- Manometer for easy air and water pressure checking
- LED illuminator to lighten up underwater or macro sceneries
- Live up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible



Waterproof to 10m



Shockproof to 2m



Freezeproof to -10°C



Crushproof to 100kg

* Equivalent to a 35mm camera
 ** Equivalent to ML Standard (Olympus test conditions)

*** According to IEC standard publication 529 IPX8
 **** According to Olympus test conditions



Excellent 20x zoom – minimum size.

The Olympus SP-565 UZ:

You have never been closer to your subject before. Because with the SP-565 UZ Olympus offers you an extraordinary strong zoom. The Dual Image Stabilisation prevents camera shake, even when using the 20x optical zoom, while Advanced Face Detection Technology

automatically detects up to 16 faces and then sets the optimal focus and exposure. 10 Megapixels cater to all resolution needs, and with the high-speed shooting function of 13.5 images per second you won't miss a frame even with fast-moving objects. The high-performance camera is complemented by an extremely

bright wide-angle lens. As a result, the SP-565 UZ is the ideal choice to fulfill the highest photographic demands.

Miniaturised
optics.
**Maximum
brilliance.**



SP-565UZ

More details,
More brilliance.



SP-565UZ



- Extreme optical performance in minimum size: 20x wide optical zoom (26–520mm*) – from extreme close-ups to action shots as well as stunning scenes
 - Avoids blur thanks to Dual Image Stabilisation
 - Don't miss the moment with high-speed 13.5fps sequence shooting**
 - Advanced Face Detection of up to 16 persons for perfectly focused and exposed faces
- plus correct exposure of other image areas
 - P/A/S/M exposure modes for creative freedom
 - 10 Megapixels to make poster-size prints
 - See and share images on the 6.4cm/2.5" LCD
 - Built-in flash and wireless flash control from the camera body
 - Liven up your memories with movie recording with sound
 - xD-Picture Card and microSD Card compatible

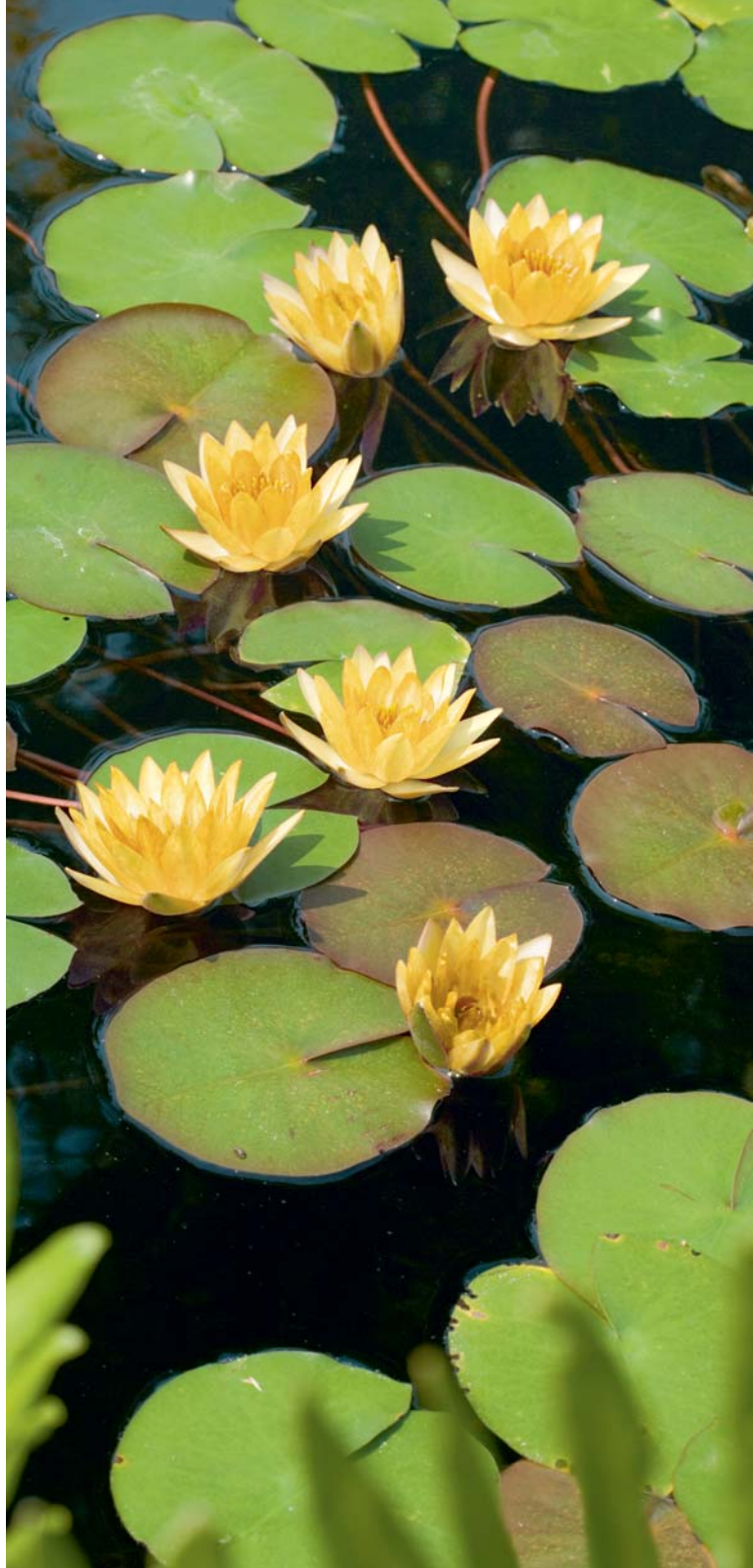


1x zoom



20x zoom

* Equivalent to a 35mm camera
** In 3 Megapixel mode



The first 20x zoom digital compact camera ever.



SP-570UZ



The SP-570UZ is an extremely versatile camera. With its 20x optical zoom, it specialises in extreme close-ups and breathtakingly beautiful wide-angle shots. The camera combines mechanical and Digital Image Stabilisation and guarantees high-definition images, even with extreme zooming. In addition, it offers 13.5 images per second with its high-speed shooting function. And even in difficult light conditions, faces and image details are perfectly in focus

thanks to Face Detection and Shadow Adjustment Technology. An excellent 6.9cm/2.7" HyperCrystal LCD and features like wireless flash control and manual focus prove that you can combine maximum brilliance and highest performance with minimum size.

- Extreme optical performance in minimum size: 20x wide optical zoom (26–520mm*) – from extreme close-ups to action shots as well as stunning scenes
- Avoids blur, thanks to Dual Image Stabilisation
- Don't miss the moment with high-speed 13.5fps sequence shooting**
- Face Detection for perfectly-focused and exposed faces, plus correct exposure of other image areas
- P/A/S/M exposure modes for creative freedom
- 10 Megapixels to make postsize
- 6.9cm/2.7 HyperCrystal LCD for excellent preview even in brilliant sunlight
- Built-in synchro contacts for external flash connection via hot shoe and wireless flash control from the camera body
- Live up your memories with movie recording with sound



1x zoom



5x zoom



10x zoom



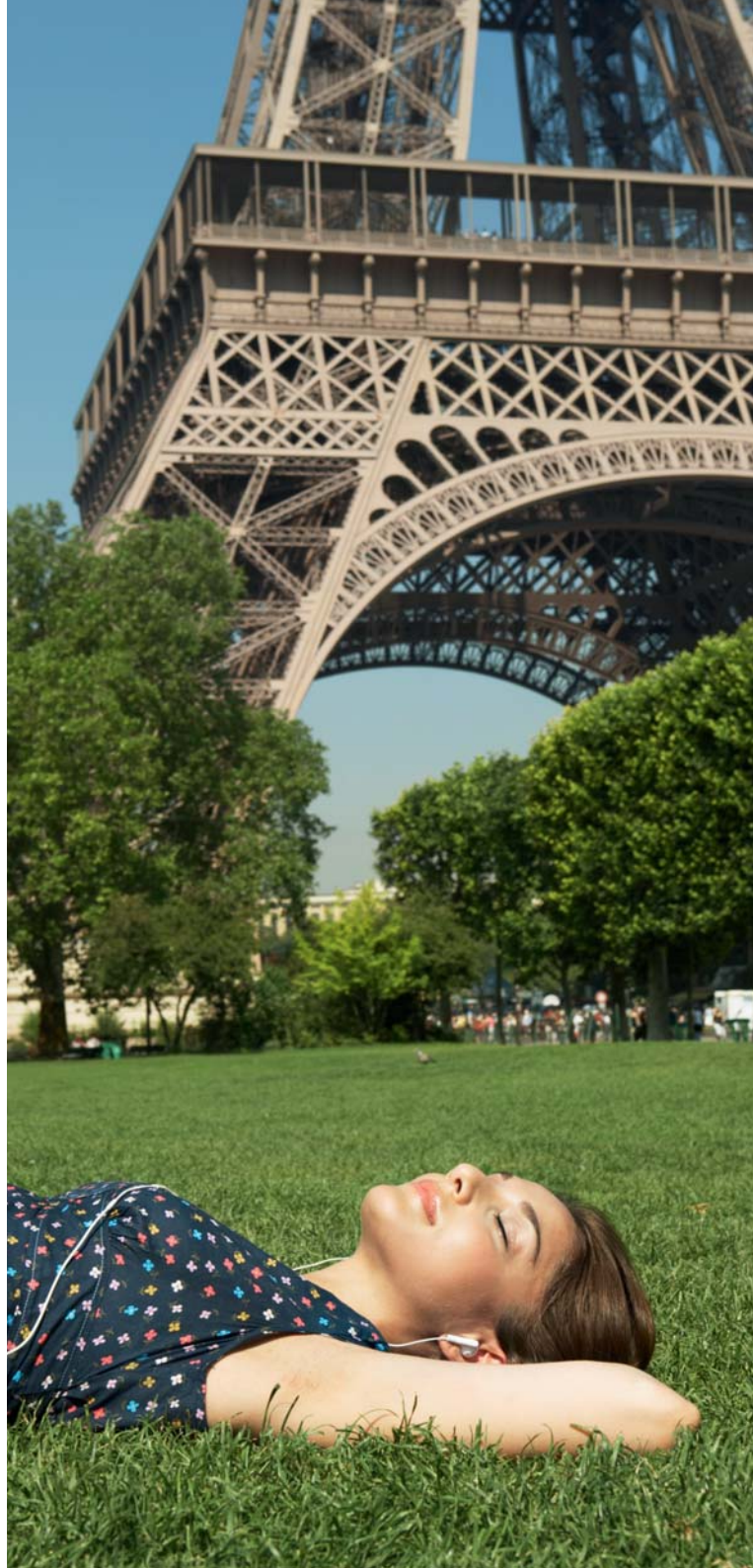
20x zoom

*Equivalent to a 35mm camera
**In 3 Megapixel mode

A life less complicated.

A lean design, a high-quality zoom and a size that fits into every bag: the Olympus FE series offers the ideal choice for snapshots. With a resolution of 8 Megapixels, the Olympus FE series can take photographs for poster-size prints, with up to an impressive 5x optical zoom.

The FE series is extremely easy to use with its “one button, one function” design principle. And features such as Face Detection Technology and a wide selection of scene modes make it easy to capture brilliant pictures.



Simply closer.



FE-370



- Precision 5x optical zoom (36–180mm*) to capture great scenes through to exciting close-ups
- Avoids blur thanks to Dual Image Stabilisation
- The easy way to perfect images – Intelligent Auto Mode detects the five most commonly used scenes and adjusts settings, focus and exposure automatically
- Advanced Face Detection of up to 16 persons for perfectly focused and exposed faces
- See and share images on the 6.9cm/2.7" LCD
- 8 Megapixels for poster-size prints
- TruePic III image processor for faster image handling and higher image quality
- In-camera help guide for easy operation
- Liven up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible



1x zoom



5x zoom

Simply excellent.



FE-350 Wide



- Precision 4x wide optical zoom (28–112mm*) to capture great scenes through to stunning close-ups
- 28mm* wide-angle lens for great scenic shots
- See and share images on the 7.6cm/3.0" LCD
- Face Detection for perfectly focused and exposed faces
- 8 Megapixels for poster-size prints
- Digital Image Stabilisation for less blur
- 16 scene modes for best results in different situations
- In-camera help guide for easy operation
- Liven up your memories with movie recording with sound



Without wide angle



With wide angle

* Equivalent to a 35mm camera

Simply perfect.

A safe archive for brilliant pictures.

Pink



Silver



FE-360

FE-20

Silver



Black



Black



Blue



Two all-rounders for easy shooting.



- Miniature 3x optical zoom (36–108mm*) in a slim body to capture great scenes through to stunning portraits
- 8 Megapixels for poster-size prints
- Face Detection for perfectly focused and exposed faces
- Digital Image Stabilisation for less blur
- See and share images on the 6.4cm/2.5" LCD
- 19 scene modes** for best results in different situations
- In-camera help guide for easy operation
- Liven up your memories with movie recording with sound
- xD-Picture Card and microSD Card compatible
- FE-360: super-slim metal body to be always at your side

OLYMPUS Master 2 software.

The OLYMPUS Master 2 software comes with all the digital cameras in this brochure. With it, you can conveniently archive photos according to search criteria like date, time or keyword. It makes photo editing easy, and includes a wide array of print options.



Organise your images in different ways with OLYMPUS Master 2 software: by date, album or keyword



Cameras and software of OLYMPUS are compatible with Apple Mac OS X and Windows® up to Windows® Vista

OLYMPUS Studio 2 software.

OLYMPUS Studio 2 is the professional software for image management and advanced RAW photofinishing. It provides powerful workflow support for photographers to get the best out of the shots, an ideal tool especially for your SP camera. A trial version can be downloaded from the web, the full version can be purchased online or at your dealer.



OLYMPUS Studio 2 software offers sophisticated RAW development functions for best results



The OLYMPUS Studio 2 software helps you to find your best shots with professional tools like the "Virtual Lightbox"

*Equivalent to a 35mm camera

**16 scene modes in FE-20

Accessories



Camera cases

Camera cases are available for all Olympus digital cameras. They are equipped with a compartment for the xD-Picture Card and can be attached to the belt or used with the camera handstrap.



xD-Picture Cards 1 GB or 2GB storage capacity

The fast ultra-compact xD-Picture Card supports the exclusive Panorama option as well as various art effects.*



Tele conversion lens

Extends the focal length and thereby visually moves far-away objects towards the camera. Useful for ships at sea, animals in the wild and athletes at the far end of the stadium.



External flashes

Enable precise TTL flash control while also featuring a choice of automatic or manual operation for full creative flexibility. The high power control allows adjustment to suit the cameras' very sensitive CCDs. Besides operation via hot shoe, some flashes can also be used wirelessly.



Underwater flash

The ideal tool to ensure your underwater subjects are seen in the right light.



Underwater cases
















Appropriate waterproof cases, made of durable polycarbonate, are available for the Olympus cameras μ 1010, μ 1030SW and FE-360.



Power sources

Lithium-ion rechargeable batteries, ultra-fast battery chargers, 2300mAh capacity rechargeable NiMH batteries and AC adapter.

*When used in conjunction with OLYMPUS Master software

Model	μ1060	μ1040	μ1010	μ1050 SW	μ1030 SW	SP-565 UZ	SP-570 UZ	FE-20	FE-360	FE-350 Wide	FE-370
 Tele conversion lens						●*	●*				
 Conversion lens adapter						●	●				
 xD-Picture Card	●	●	●	●	●	●	●	●	●	●	●
 microSD attachment	●	●	●	●	●	●		●	●		●
 Camera case	●	●	●	●	●	●	●	●	●	●	●
 Silver Neckstrap	●	●	●	●	●			●	●	●	●
 Quick NiMH battery charger						●	●				
 NiMH batteries (rechargeable)						●	●				
 Lithium-ion battery (rechargeable)	●	●	●	●	●			●	●	●	●
 Charger for lithium-ion batteries	●	●	●	●	●			●	●	●	●
 AC adapter	●**	●**	●**	●**	●**	●	●			●	
 External flash							●				
 Wireless external flash						●	●***				
 Underwater case, waterproof to 40m			●		●				●		
 OLYMPUS Studio 2 software						●	●				

* Optional conversion lens adapter necessary

** Only usable with adapter cable CB-MA1

*** Requires firmware update (free of charge from Olympus website)

Your way to perfection.

The Olympus E-System

Olympus offers you excellent performance at the smallest size: zoom expertise, Live View technology, AF features and image quality. The E-System consistently enhances the

features of digital cameras and combines them with the cutting-edge technology of SLRs. E-System cameras are based on the Four Thirds Standard, which guarantees

maximum equipment compactness. The symbiosis of lens and camera ensures perfect sharpness and lightness – right up to the edges of your pictures. Meanwhile, other manufacturers also offer the

Four Thirds Standard, so that you can choose from a wide range of lenses. You want to take perfect pictures – with Olympus, there are no longer any reasons why you can't.

