

PRESS INFORMATION

Gorgeous looks *and* world-exclusive technology? Olympus Stylus SH-1 shows how it's done

Hamburg, 31 March 2014 – The beautiful Olympus SH-1 puts the wow factor back into compact camera design – and its record-breaking technology puts genuine quality back into razor-sharp photos and high-speed HD movies shot on the fly. It's the world's only* digital compact to feature 5-axis optical** image stabilisation for both stills and 1080p HD movies. When you're on the move and only have a split second to capture a crisp close-up or video at 24x zoom, image stabilisation of this calibre can make or break that once-in-a-lifetime shot. The SH-1 is available in silver, black or white for €399.00 from mid-April 2014.

Edgy looks

When product designers are planning a new camera, they usually prioritise good looks or great technology. The SH-1 designers clearly prioritised both. For people with an eye and a feel for beautiful, user-friendly gadgets, the SH-1 is a delight. The classic contours and blend of synthetic leather and metal ooze style and quality. The position of the dials and buttons promises quick and easy handling while a range of matching leather accessories ensures the camera loses none of its flair on the road. For example, there's a leather jacket that covers just enough of the body to protect the casing and show off your camera at the same time.

Sharp edges

World-class image stabilisation makes the SH-1 the compact category leader. It takes the blur – and worry – out of shooting high-resolution videos or still photos on the move. Lightweight cameras can be difficult to hold steady and when you focus with a powerful 24x optical zoom, camera shake can be exaggerated to the extent that it ruins your shot. The SH-1 fixes this problem with the world's only* 5-axis image stabilisation system for both high-speed HD movies and stills in a compact digital camera. Conventional systems only correct yaw and pitch – and have their limitations. But the Olympus system virtually eliminates blur in all five planes of movement. For example, it counteracts the tendency of lightweight cameras to rotate around the lens when they're used without a tripod, as well as the juddering from

Main Features:

- > PEN-like design with aluminium alloy body, metal finish and synthetic leather grip
- > Wide 24x optical super-tele zoom lens (25-600mm***)
- > Powerful 5-axis image stabilisation system
- > Advanced HD Movie recording incl. high speed and time lapse movie, Photo and Movie capture
- > WiFi for remote control and sharing via a smartphone
- > 3.0" 460k dots LCD touch display with protective panel
- > Exclusive genuine leather accessories



side to side that often affects macro shots. Blur is even more disappointing when it affects a video because you don't normally get a second take. But the 5-axis technology on the SH-1 works so well that you can shoot long Full HD movies from the back of a moving scooter, with up to 240fps.

Fast framing

Image stabilisation isn't the only clever technology hidden beneath that head-turning body. The SH-1 comes with a handy level gauge, or artificial horizon, to keep your images straight and centre and leave you free to focus on framing your shot – which you can do with just one touch of the LCD screen. Unusually for a camera with a 24x optical zoom, the SH-1 lens delivers excellent, 16-Megapixel image quality all the way from 25mm*** wide angles to 600mm*** telephoto shots. The image stabilisation system and high-end TruePic VII image processor are inherited from Olympus' latest prize-winning OM-D cameras. Together these exclusive technologies effectively ensure you can focus fast and capture excellent images, even in low light.

Smart sharing

The SH-1 has the design to match the chicest tablets and smartphones, and pairs effortlessly with both at a touch of the WiFi button. Olympus' OI.Share app takes the hassle out of setting this up. OI.Share also lets you import stills and movies to a compatible smartphone, and use the phone as a remote control for your camera. You can zoom in, choose focus points and take the shot directly from your mobile – ideal for selfies and easily startled subjects like animals.

Accessories

- > CSCH-120 genuine leather protective body jacket with a luxurious, fashionable look that improves camera grip. Exclusive to the SH-1.
- > CSS-S109LL II genuine leather shoulder strap for a stylish and comfortable way to carry your SH-1.
- > CSS-S110LS genuine leather hand strap for an elegant, coordinated look.

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

For feature descriptions, please see the online [appendix](#).

For a full list of SH-1 features, go to www.countryspecificurl.com

Additional features:

- > 16-Megapixel BSI CMOS sensor for high resolution and excellent low-light performance
- > TruePic VII image processor and FAST AF auto-focussing system
- > iHS: 6400 max. ISO speed
- > Creative tools including 7 Art Filters, Interval Shooting, Photo Story and Smart Panorama
- > Electronic level gauge
- > Manual Mode for individually setting aperture and speed
- > Live Guide with preview and assist function to easily and real-time adjust saturation, hue, brightness, background blur
- > Compact and lightweight in silver, black and white
- > Measures: 109x63x42mm, 271g

* According to Olympus research. As of March 2014.

** Optical image stabilisation is defined by the Camera & Imaging Products Association (CIPA) guidelines and includes sensor-shift image stabilization.

*** 35mm equivalent

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