

January 5, 2021

Launch of OM Digital Solutions Corporation

Tokyo, Japan, January 5, 2021 – We are pleased to announce that OM Digital Solutions Corporation commenced operations on January 1, 2021. OM Digital Solutions Corporation will continue to provide consumer products that have previously been manufactured and sold by Olympus.

Shigemi Sugimoto, the former Imaging Head for Olympus, has been appointed Representative Director and President of OM Digital Solutions Corporation. Under a new organizational structure, with Management, Research and Development, Manufacturing, and Sales departments operating as one, we will endeavor to further improve our services and enhance our product lineup for all those who love our brands, including OM-D, PEN, and Zuiko.

Message from Shigemi Sugimoto

“As of January 1, 2021, we advanced as OM Digital Solutions Corporation. In recent years, digitalization has accelerated in response to changes in the marketplace and technological advancements, revolutionizing the industry. A sense of value is critical to the consumer, and we believe that which is ultimately being sought right now is a more satisfying, fulfilling life.

During our business as the Imaging Division of Olympus, we contributed to society by developing and marketing products such as cameras, audio recorders, and binoculars. With the camera business in particular, we applied innovative philosophies when developing our products. In the film era, we succeeded with the development of the unprecedented compact, lightweight design of the OM series of 35mm SLR cameras. We have inherited this passion and development philosophy in the digital age, leading to the Micro Four Thirds standard, and the progression to the mirrorless OM-D series. In addition, we developed precision optics and superior camera equipment utilizing groundbreaking technologies, including lens groups with high optical performance, world-class image stabilization, and the High-Res Shot function, delivering high-resolution imaging to photographers everywhere.

It is our manufacturing capabilities that have supported this business. This was accomplished through forward-looking insight, a challenging spirit, and close relationships with our manufacturing operations. As OM Digital Solutions Corporation, we will continue to launch innovative products in existing business areas such as cameras, audio recorders, and binoculars, while combining our inherited manufacturing capabilities with state-of-the-art digital technologies, to provide new solutions that stretch beyond the boundaries of existing products on the market.

The launch of this new company brings together a more focused and flexible organizational structure. Moving forward, this will allow the freedom to explore new business opportunities, enabling us to contribute to society with more passion than ever.”

Background of New Company Name

There are two key values behind the company name, "OM Digital Solutions". "OM" is legendary, a piece of history that articulates our identity. In the 1970s, the Olympus OM System was developed to overcome the three obstacles that had faced SLR cameras at the time: their large size, their heavy weight, and the loud sound and shock caused by shutter operation. Olympus reduced the shutter shock and made the cameras more compact and lightweight, all while maintaining the highest level of performance. Olympus pursued drastic size and weight reductions to allow the camera to fit comfortably in one's hand, and was able to accomplish this thanks to the uncompromising attitude towards design and manufacturing.

The letters "OM" in the company name, embody the position of always challenging difficult situations, and developing new products and technologies. In the digital era, "OM" has been reborn as "OM-D", and it is leading our imaging brand as the prominent mirrorless camera line.

"Digital Solutions" incorporates our corporate direction and determination towards the future of challenging the digital domain; both the carefully cultivated imaging-related business, and expanding beyond boundaries. We take pride in manufacturing products that meet and exceed market demands.

OM Digital Solutions Corporation is a state-of-the-art business that challenges preconceived notions and provides solutions for professionals and consumers, allowing them to lead fuller, richer lives.

Company Outline

Business Launch Date	January 1, 2021
Company Name	OM Digital Solutions Corporation
Locations	Global Headquarters Headquarters: 49-3 Takakura-machi, Hachioji-shi, Tokyo 192-0033, Japan Sasazuka Office: Daiwa Sasazuka Tower, 1-50-1 Sasazuka, Shibuya-ku, Tokyo 151-0073, Japan Osaka Office: Shin-Osaka Brick Bldg., 1-6-1 Miyahara, Yodogawa-ku, Osaka-shi, Osaka 532-0003, Japan
Website	https://om-digitalsolutions.com/
Representative Director	Shigemi Sugimoto (Representative Director and President)
Business Operations	Operations involving the manufacture and sale of digital cameras (primarily mirrorless interchangeable lens cameras), interchangeable lenses, IC recorders, and other audio products

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