

April 2, 2021

OM Digital Solutions Corporation Introduces User-Friendly, Intuitive Micro Four Thirds Website Updates

Tokyo, Japan, April 2, 2021 – OM Digital Solutions Corporation¹ and Panasonic Corporation² co-released the Micro Four Thirds System standard in 2008, and promoted its adoption throughout the camera industry. The Four Thirds System Forum Secretarial Office³, which operates and manages this standard, proudly announced today that the official Micro Four Thirds website (<https://www.four-thirds.org/en/>) has been redesigned to coincide with Four Thirds Day, April 3, 2021. The redesigned site uses the latest technology to enhance the overall user experience. It is equipped with a search function for Micro Four Thirds products, making the website easier for customers to use, and offers mobile-friendly compatibility for responsive viewing of images and content that render beautifully, across all popular devices, such as PCs, tablets and smartphones.

As a shared standard, Micro Four Thirds has facilitated the development of a diverse range of lineups and systems that transcend the boundaries of manufacturers, expanding the potential for enjoyment and application of images, and is currently supported by 56 companies, including companies focusing on BtoB operations. Offering high image quality, our compact, lightweight systems have won support from many customers, and in 2020 became the best-selling⁴ lens by mount in the Japanese interchangeable lens camera market. Through this website, we will provide content such as product information and convey the merits of Micro Four Thirds to more customers, continuing to promote the Micro Four Thirds System standard.

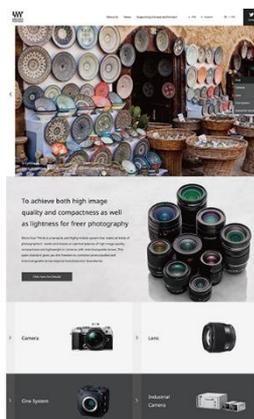
Major points of update

1. Easy-to-view appearance compatible with a variety of devices

A responsive web design has been adopted. This optimizes the display of content in response to the screen size of the device used, such as smartphones or tablets, resulting in design that is easy to view and use.

2. Search function for Micro Four Thirds products added

A search function has been added that allows users to find equipment that meets their needs from among a wide range of products from participating companies, without being constrained by the limits of any particular manufacturer. This function also features direct links to the websites of each company so that users can obtain more detailed information with ease.



Top page image of website



Micro Four Thirds Logo

- **Companies supporting the Micro Four Thirds standard** (The logos shown below are only some of the participating businesses)



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

- 1 Olympus Imaging Corporation at the time of release in 2008
- 2 Matsushita Electric Industrial Co., Ltd. at the time of release in 2008
- 3 OM Digital Solutions Corporation runs the Secretarial Office.
- 4 According to in-house research based on BCN ranking data
Period: January to December 2020, Specification category: Interchangeable lens type
Share of units by compatible mount