

June 9, 2021

**Introducing the Olympus PEN E-P7 Interchangeable Lens Camera
A Full Range of Features for Creative Photographic Expression
Packed in a Sophisticated PEN Design**

Tokyo, Japan, June 9, 2021- OM Digital Solutions Corporation (Representative Director and CEO: Shigemi Sugimoto), is pleased to announce the Olympus PEN E-P7. This Micro Four Thirds System standard interchangeable lens camera features a simple, sophisticated design unique to the Olympus PEN series and is scheduled to go on sale on June 25, 2021. This model is equipped with an array of creative photographic features such as Profile Control for photo finishes that look exactly the way you imagine them, as well as superb basic features such as a 20 Megapixel¹ Live MOS sensor and in-body 5-axis Image Stabilization, allowing you to enjoy high quality pictures that make the most of the depictive performance of M.Zuiko Digital lenses.

▪ **Sales outline**

Product Name	MSRP	Launch Date
Olympus PEN E-P7 Body (Silver/White)	Open price	June 25, 2021
Olympus PEN E-P7 14-42mm EZ Lens Kit Body (Silver/White) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ ²		

▪ **Main features**

1. A simple, sophisticated design in a beautiful, compact body with great attention to detail
2. Equipped with a Profile Control and Art Filters for creative photographic expressions
3. The Live MOS sensor, image processor, and in-body 5-axis Image Stabilization make the most of the depictive performance of M.Zuiko Digital lenses



Olympus PEN E-P7 14-42mm EZ Lens Kit
Body (Left: Silver / Right: White) + M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ

• Main feature details

1. A simple, sophisticated design in a beautiful, compact body with great attention to detail

The Olympus PEN E-E-P7 is built to carry on in the simple, sophisticated design of the Olympus PEN series. Details such as the machined aluminum front and rear dials are carefully crafted to deliver an exquisite, refined design. On its own, the body weighs 337 g³. When combined with the M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ standard zoom lens, it weighs 430 g., making it lighter than a 500 ml bottled beverage, for a camera that is casually take it along and enjoy comfortable shooting.



Machined aluminum dials

2. Equipped with a Profile Control and Art Filters for creative photographic expressions

The camera features a dedicated Profile Control switch on the front of the body to allow the user to instantly switch between standard shooting and Color/Monochrome Profile Control while holding the camera. Make the most out of Profile options to enjoy your favorite creative photographic expressions; fine tune adjustments using the color saturation available in 12 levels, the shading, and Highlight & Shadow with Color Profile Control, and make use of color filter effects and film grain effects essential for black and white photography in Monochrome Profile Control. Art Filters make it easy to enjoy unique photographic expressions. Simply move the slider on the monitor up or down to adjust the level of filter effects with the Fine Tune⁴ option.



Color Profile Control

3. The Live MOS sensor, image processor, and in-body 5-axis Image Stabilization make the most of the depictive performance of M.Zuiko Digital lenses

The combination of the 20 Megapixel Live MOS sensor and high-speed processing ability of the TruePic VIII image processor make it possible to get the most out of depictive performance of M.Zuiko Digital lenses. This model is equipped with in-body 5-axis Image Stabilization that delivers up to 4.5 steps⁵ of compensation for enjoying quick, blur-free, high-quality street snapshots. Face Priority / Eye Priority AF from the professional OM-D series models is also included for automatically detecting and continuing to focus on eyes and faces even when partially hidden, such as in profile shots and when lying face down.

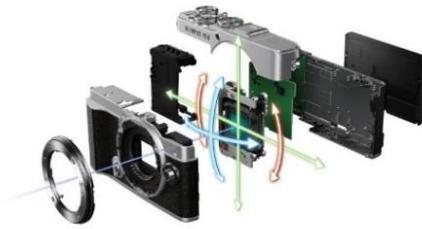


Image of in-body 5-axis Image Stabilization

▪ Other features

- Compatible with the convenient OI.Share smartphone app, which automatically transfers photos and acts as a remote control.
- Tilting LCD monitor for versatile shooting angles and convenient for selfies
- Advanced Photo mode makes difficult shooting methods easy such as Multi. Exposure and Live Composite.
- In-body 5-axis Image Stabilization enables hand-held high-definition 4K video recording
- Charge the battery in the camera via USB using a power bank, etc.⁶

▪ Separately Available Accessories

Genuine Leather Body Jacket, CS-54B (sold separately)

This is a genuine leather body jacket for use with the Olympus PEN E-P7. Black and white are available. The rear monitor can be opened for selfies without removing the jacket. Pair this accessory with the optional lens jacket and shoulder strap (both available now) to enjoy a sophisticated, coordinated genuine leather look.

MSRP: 6,188 yen (5,625 yen excluding tax) Launch date: June 25, 2021



Genuine Leather Body Jacket CS-54B, Genuine Leather Shoulder Strap CSS-S109LLII and Genuine Leather Lens Cover LC-60.5GL attached to Olympus PEN E-P7

▪ Olympus PEN E-P7 Specifications

Please see our website for detailed product specifications.

<https://asia.olympus-imaging.com/product/dslr/ep7/spec.html>

ABOUT OM DIGITAL SOLUTIONS CORPORATION

OM Digital Solutions Corporation is a leading provider of award-winning digital imaging and audio solutions, noted for its precision optics and groundbreaking technologies. After being split from Olympus Corporation in 2021, OM Digital Solutions was newly formed to infuse its imaging heritage of 85 years – including its technologies, products, services, and brand legacy – into a new agile company, unleashing the full potential of its business.

Today, OM Digital Solutions develops best-in-class products that challenge the boundaries of product design and functionality, fulfilling the needs of consumers and professionals alike.

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- 1 Number of effective pixels: Approx. 20.3 Megapixel, Total number of pixels: 21.77 Megapixel
 - 2 When the camera body is white, the attached lens is silver, and when the camera body is silver, the lens is black.
 - 3 Based on CIPA standards, with a bundled rechargeable battery and memory card. Body size: 118.3 x 68.5 x 38.1 mm (WHD)
 - 4 Fine Tune option is available in Pop Art, Soft Focus, Pin Hole, Cross Process, and Instant Film.
 - 5 M.Zuiko Digital ED 14-42mm F3.5-5.6 EZ lens at a focal distance of f=42mm (35mm film equivalent: f=84mm), conforms to CIPA standards, when corrected on 2 axes (yaw and pitch)
 - 6 When lithium-ion battery BLS-50 is inserted in the Olympus PEN E-P7. USB Micro-B camera terminal.