

October 27, 2021

**Announcement of The New OM SYSTEM Brand
Delivering Unparalleled Experiences Aligned with the OM Philosophy
Development of a New Interchangeable Lens Camera That Brings Photography
to the Next Level**

Tokyo, Japan, October 27, 2021- OM Digital Solutions Corporation (Representative Director and CEO: Shigemi Sugimoto) is pleased to introduce the OM SYSTEM brand, which includes interchangeable lens cameras, interchangeable lenses, compact digital cameras, audio products, binoculars, and other services. We are proud to share that going forward, Olympus imaging and audio-related products will be released under the OM SYSTEM brand. We are also announcing that we are currently developing a new interchangeable lens camera compliant with the Micro Four Thirds System standard that will embody the OM SYSTEM concept and bring photography to the next level.

▪ **The new OM SYSTEM brand**

For more than 80 years, since the release of the Semi-Olympus I in 1936, our company - formerly the imaging business of Olympus Corporation - has been receiving continuous support from our loyal customers for Olympus imaging products. During the film camera era, we achieved an unprecedented compact, lightweight design with the OM series of 35mm SLR cameras, and the development philosophy emphasizes that design lives on in our new company. Looking to the future, we pledge to establish brand value and growth by building the new OM SYSTEM brand.

▪ **What we want to accomplish with OM SYSTEM**

OM SYSTEM expresses our determination to continue to deliver unparalleled experiences to our customers with our mission of always challenging convention and a philosophy of continuous product development, one we have adhered to since the establishment of the OM Digital Solutions. Through our products and services, we hope to create exciting experiences that bring joy and inspiration. Going forward, we will strive to be the brand that customers will treasure for a long time to come, devoting ourselves to craftsmanship that demonstrates a commitment and fulfills people's lives.

▪ **The development of interchangeable lens camera that brings photography to the next level**

Compliant with the Micro Four Thirds System standard, the interchangeable lens camera that we are now developing combines our leading manufacturing capabilities and cutting-edge technologies to significantly improve performance and present an unrivaled photographic experience. We hope that you will look to the Micro Four Thirds system to bring photography to the next level.

Brand logo:



OM SYSTEM

OM SYSTEM brand website: <https://omsystem.com/en/>

You can view the online presentation of the new brand on the following YouTube channel.
<https://www.youtube.com/channel/UCrK1F91dJ1Ej1BROEZrqNkw>

**The camera systems that OM SYSTEM aims to create
"Bring more adventure to life"**

We will continue to evolve and expand the interchangeable lens digital cameras that are our mainstay under the auspices of the OM SYSTEM brand. Cameras you can take with you anywhere, and which let you capture emotions as you feel them. Our goal is to achieve both of these objectives, transforming the imaging experience into a more exciting adventure for photographers. To that end, we are pushing forward with the development of products that reshape the experience of making images. We are leveraging the Micro Four Thirds System standard to make more compact and lightweight systems, strengthening the photographic support functions that broaden the field of photography, and accelerating the improvement of image quality and photographic expression through the use of computational photographic technology. We want OM SYSTEM camera systems to be a partner for the adventures of each and every person.

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.

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