

Announcing the Development of the M.Zuiko Digital ED 90mm F3.5 Macro IS PRO (35mm Equivalent: 180mm), a High-performance Telemacro Lens Optimized for Nature Photography



Tokyo, Japan, September 8, 2022 - OM Digital Solutions Corporation Representative Director and CEO: Shigemi Sugimoto) announces the development of the M.Zuiko Digital ED 90mm F3.5 Macro IS PRO (35mm Equivalent: 180mm), the first high-performance telemacro lens in the M.Zuiko PRO series which also conforms to the Micro Four Thirds System standard. This lens features amazing close-up shooting capabilities with 4x¹ maximum image magnification, making it the perfect for macro nature photography.

•Development announcement outline

Product Name	Scheduled Launch Date
M.Zuiko Digital ED 90mm F3.5 Macro IS PRO	In 2023

M.Zuiko Digital ED 90mm F3.5 Macro IS PRO main features

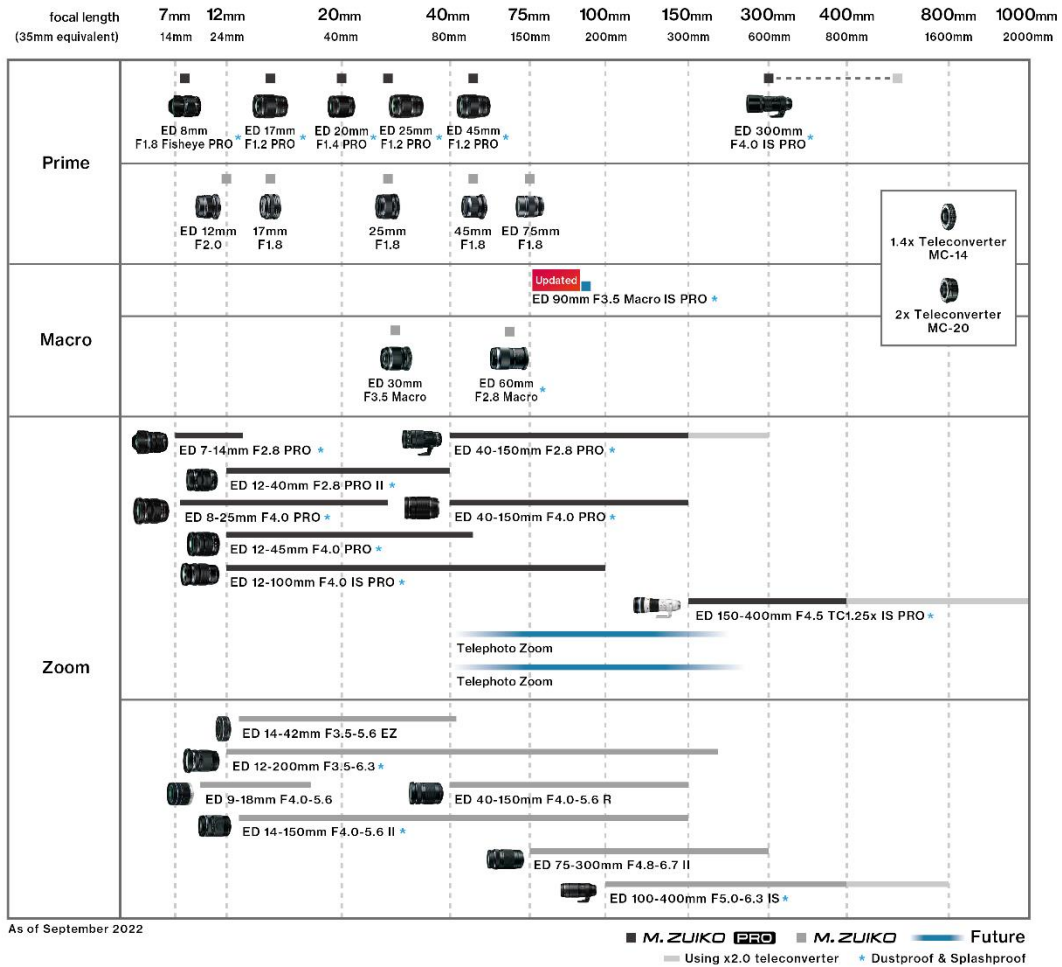
- 1. Excellent optical performance of a 180mm focal length equivalent¹ M.Zuiko PRO lens**
- 2. Amazing close-up shooting capabilities with 4x¹ maximum image magnification**
- 3. Dustproof and splashproof protection class equivalent to IP53 for stress-free shooting in any conditions**
- 4. In-lens image stabilization for easy handheld shooting**

Note: This product is in development and the specifications are subject to change.

The development of this new M.Zuiko PRO telemacro lens reflects the brand's commitment to meeting requests of customers and the marketplace. By adding one to the lineup, there are now three lenses with close-up shooting capabilities boasting a maximum image magnification of 2x¹ or more at focal lengths of 60mm², 120mm³, and 180mm⁴, for a macro lens lineup that covers everything from standard to telephoto range. This brings the lineup to 11 lenses⁵ capable of half-macro shooting at a maximum image magnification of 0.5x¹ or more for getting close to subjects and making them appear larger, allowing users to enjoy everything from casual close-up photography to using macro lenses for super high magnification photography. This lens lineup is part of the appeal of the OM SYSTEM, bringing greater joy to users through macro shooting.

The OM SYSTEM aims to provide cameras you can take with you anywhere and let you capture emotions as you see and feel them, transforming the imaging experience into something more exciting. OM Digital Solutions will continue to make the most of the Micro Four Thirds System, expanding the lens lineup for greater possibilities of expression, helping each and every photographer on their adventures.

The Latest M.Zuiko Digital Lens Roadmap



Lens roadmap

* As of September 8, 2022. The content of the roadmap is subject to change.

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 over 80 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 35mm equivalent
- 2 35mm equivalent, M.Zuiko Digital ED 30mm F3.5 Macro
- 3 35mm equivalent, M.Zuiko Digital ED 60mm F2.8 Macro
- 4 35mm equivalent, M.Zuiko Digital ED 90mm F3.5 Macro IS PRO
- 5 M.Zuiko Digital ED 12-40mm F2.8 PRO II, ED 12-40mm F2.8 PRO, ED 12-45mm F4.0 PRO, ED 12-100mm F4.0 IS PRO, ED 30mm F3.5 Macro, ED 40-150mm F2.8 PRO, ED 60mm F2.8 Macro, ED 90mm F3.5 Macro IS PRO, ED 100-400mm F5.0-6.3 IS, ED 150-400mm F4.5 TC1.25x IS PRO, ED 300mm F4.0 IS PRO. The ED 40-150mm F2.8 PRO and the ED 300mm F4.0 IS PRO are when combined with a teleconverter lens. As of September 8, 2022