

# A Camera Worthy of The Best of the Best

**WHAT DOES IT TAKE TO BE THE BEST OF THE BEST?** The Forbes 400 is proof that the most elite level of success requires vision, creativity, smarts and the tools for achieving the professional ideal. This same aesthetic is embodied in the new Olympus OM-D E-M1—the camera that lets you take amazing pictures from anywhere and everywhere.



CONSIDER ITS A-LIST QUALIFICATIONS:

**Revolutionary Design:** The E-M1 is a Micro Four Thirds camera with advanced dust-, freeze- and splash-proof technology packed into a durable magnesium alloy body that is one of the smallest and lightest in its class. Its built-in super-large Interactive Electronic Viewfinder has advanced control layout that helps capture amazing shots in any situation or environment.

**Incredible Speed:** Through the combination of a new 16-megapixel Live MOS sensor and a new TruePic™ VII image processor, the E-M1 delivers blazing-fast autofocus speeds with both Four Thirds and Micro Four Thirds Olympus Zuiko lenses. Its 1/8000-second mechanical shutter and high-speed sequential shooting, as fast as 10 frames per second, freezes any action, while its Dual F.A.S.T (Frequency Acceleration Sensor Technology) AF System instantly targets up to 81 separate focus areas.

**Superb Image Quality:** Easily shoot high-magnification telephoto scenes, macro close-ups and long exposures with 5-axis Image Stabilization. Or, let the new IS-Auto mode automatically deactivate image stabilization when capturing spectacular panning photos of speeding cars. HD video and Olympus' premium interchangeable lens system add even more power and possibility.

**Built-in Wi-Fi:** Take control of the E-M1 without touching it. Sync with your smartphone in an instant and use the Olympus OI.Share app to preview your composition. Remotely choose the autofocus point and exposure settings, and then release the shutter; perfect for tripod and self-portrait shooting. Add geotags by simply sending the high-precision GPS log data recorded by OI.Share to your camera.

**ZUIKO**  
LENS SYSTEMS

**OM-D**  
E-M1

## Meeting the Elite Standard of Excellence

Visionary, professional and powerful. Built for achieving the ideal. The Olympus OM-D E-M1 embraces and embodies the Forbes 400 standard of excellence, providing the elite photography experience that you demand and deserve.

**OLYMPUS**<sup>®</sup>

Capture your stories.<sup>™</sup>

INTRODUCING  
A CAMERA AS  
REVOLUTIONARY  
AS YOU ARE.

The revolutionary Olympus **OM-D E-M1** does more than just capture amazing photos, it lets you tell powerful stories from anywhere. With its new 16MP Image Sensor with Dual FAST Autofocus System, a 1/8000s mechanical shutter, and 10fps sequential shooting, the E-M1 delivers blazingly fast speeds. With 5-Axis In-Body Image Stabilization providing blur-free images with every lens, you'll be inspired to shoot like a pro. And it's all packaged in a light and durable magnesium alloy body, so you can take incredible images anywhere you go. Move into a new world. [www.getolympus.com/em1](http://www.getolympus.com/em1)

**OLYMPUS**<sup>®</sup>

*Capture your stories.\**

- One of the smallest and lightest bodies in its class at 17.5 ounces\*
- Built-in Wi-Fi
- Full system of premium, interchangeable lenses.

*\*E-M1 body only*



Image shot with the OM-D and lenses by Diego Garin Martin



**OM-D**  
E-M1  
**ZUIKO**  
LENS SYSTEMS