

PRESS RELEASE



Announcing the M.Zuiko Digital ED 90mm F3.5 Macro IS PRO Lens

See the unseen in Macro Photography with Ultra-High-Magnification from OM SYSTEM



Bethlehem, PA, February 8, 2023 - OM Digital Solutions Corporation is pleased to announce the M. Zuiko Digital ED 90mm F3.5 Macro IS PRO: the ultimate field macro lens for the seasoned professional and macro curious alike; a class-leading lens built by OM SYSTEM to provide an incredible outdoor macro photography experience.

The M.Zuiko Digital ED 90mm F3.5 Macro IS PRO Micro Four Thirds System standard interchangeable lens offers up to 2x magnification¹, for ultra-high magnification shooting, more magnification than on any lens we've ever made. Increase that magnification up to 4x² with the addition of the optional MC-20 2x teleconverter (sold separately) to capture an unseen world, invisible to the naked eye.

The M.Zuiko Digital ED 90mm F3.5 Macro IS PRO lens is equipped with an in-lens image stabilization system. When combined with a compatible camera body, 5-axis sync-IS is supported, delivering up to 7 steps³ of shutter speed compensation.

The M.Zuiko Digital ED 90mm F3.5 Macro IS PRO is the ideal telephoto lens for stress-free outdoor shooting of any kind, from nature to landscapes to macro, with IP53⁴ dustproof and splashproof performance, and freezeproof protection down to 14°F (-10°C). And at just 453 grams⁵ this lens offers a compact, lightweight, versatile design, for worry-free photography in any environment.

M.Zuiko Digital ED 90mm F3.5 Macro IS PRO KEY FEATURES

- High resolution macro lens
- Exceptional Magnification-- Delivers 4x equivalent shooting when paired with the MC-20 2x teleconverter
- Autofocus without limits--High speed, high precision AF
- High performance 5-axis image stabilization
- Built to enable split-second macro shooting capabilities
- IP53⁴ splashproof and dustproof performance
- Freezeproof down to 14°F
- Fluorine coating
- Weight: approx. 453 g⁵ (lens only)
- Available March 2023
- Price: \$1,499.99 U.S./ \$2,049.99 CAD

PRICING & AVAILABILITY FOR M.Zuiko Digital ED 90mm F3.5 Macro IS PRO

The M.Zuiko Digital ED 90mm F3.5 Macro IS PRO will be available in March 2023 for \$1,499.99 in the U.S. and \$2,049.99 CAD.

DETAILED PRODUCT SPECIFICATIONS FOR M.Zuiko Digital ED 90mm F3.5 Macro IS PRO

Please see our website for detailed product specifications: <https://explore.omsystem.com/m-zuiko-ed-90mm-f3-5-macro-is-pro>

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.

For questions or additional information, please contact: press@om-digitalsolutions.com

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¹ 35mm equivalent: 4x

² 35mm equivalent: 8x

³ When 5-axis sync IS is used. CIPA guideline compliant. When correction is carried out on two axes (yaw and pitch), halfway release image stabilization: OFF, Camera body: OM-1

⁴ When paired with a splash & dust proof body. This does not apply during charging or HDMI connection

⁵ Lens only, excluding front and rear lens caps and lens hood

M.ZUIKO DIGITAL ED 90mm F3.5 MACRO IS PRO FEATURES & TECHNOLOGY DETAIL

Maximum image magnification 2x¹, 4x² when paired with the optional MC-20 2x teleconverter, delivering flexibility for even the most extreme macro adventures

The M.Zuiko Digital ED 90mm F3.5 Macro IS PRO is a lightweight, high-performance telephoto macro lens offering a maximum image magnification of 2x¹. The optional MC-20 2x teleconverter can also be attached, bringing maximum image magnification to 4x² and allowing ultra-close-up shooting. Close-up shots of flowers, and even virtually microscopic objects such as the scales on a butterfly's wing are reproduced in stunning detail. In addition to these powerful close-up capabilities, the ED 90mm F3.5 Macro IS PRO can be used as a single-focal-length telephoto lens capable of capturing distant subjects with astonishing image clarity. It handles the transition from macro to telephoto seamlessly, allowing the user the versatility of shooting all day without having to worry about changing lenses.

To ensure stable performance with good depiction for everything from close-up to standard distances, the M.Zuiko Digital ED 90mm F3.5 Macro IS PRO features an amazing 18 elements in 13 groups, including two Super ED lenses, four ED lenses, one Super HR lens, and one HR lens. This allows the lens to suppress the chromatic aberration often seen when shooting close-up, offering high-quality well-focused images of the primary subject. What's more, even defocused areas are beautifully depicted, with minimal color bleeding. The lens features ZERO (Zuiko Extra-low Reflection Optical) coating, which eliminates ghosts and flares for clear depictive performance even in difficult conditions such as backlit situations. This also provides effective suppression of spot flaring, a common occurrence with macro lenses.

High-speed, high-precision AF across the entire range, even for ultra-high-magnification macro shooting

Defying conventional wisdom that says that ultra-high magnification shooting with a macro lens requires manual focusing, the ED 90mm F3.5 Macro IS PRO allows autofocus to be used across the entire range from close-up photography to infinity, with a maximum magnification of 2x¹ or 4x² with a teleconverter attached. A floating inner focusing system with two focusing lens groups are driven independently for high-speed AF, delivering high-quality images. AF is available even for ultra-high-magnification shooting, so using the Focus Stacking function⁶, one of the features of OM SYSTEM interchangeable lens cameras, makes it easy to capture photos that are in focus across the subject, even for ultra-high-magnification macro shooting, and even when shooting handheld.

Compatible with 5-axis Sync IS in up to 7 steps³

The image stabilization mechanism in the lens and the camera body work together to achieve 5-axis sync IS, which delivers up to 7 steps³ of shutter speed compensation. Furthermore, the ED 90mm F3.5 Macro IS PRO features an acceleration sensor on the lens that precisely detects motion blur for correction of shift, which has a significant impact on macro shooting. No need to bring a tripod, the powerful image stabilization functionality allows the user the flexibility, even for handheld high-resolution photos.

IP53⁴ splash & dust proof capabilities with a fluorine coating for unbeatable all-weather performance

Like the flagship OM-1 camera from OM SYSTEM, the ED 90mm F3.5 Macro IS PRO offers excellent IP53⁴ splash & dust proof performance, as well as freezeproof protection to -10°C, allowing the user to continue their adventures without worrying about their equipment, even in the harshest of outdoor environments. Smooth, scratch-and dirt-resistant fluorine coating is used on the front-most lens for easy removal of dust and dirt using a blower or cloth. Pair the M.Zuiko Digital ED 90mm F3.5 Macro IS PRO with an OM SYSTEM weather-sealed body (sold separately) for the greatest field macro photography system ever made.

Other features

- Focus Limit Switch sets the focusing range to define focus limits to enable faster focusing when shooting, improving AF speed.
- Manual Focus Clutch mechanism allowing rapid transition from AF to manual focus. Also features a guide shooting magnification for use when shooting with manual focus.
- L-Fn (lens function) button is available on the side of the lens so users can change settings with a single operation using their thumb while holding the camera.
- Compact, lightweight versatile design at 453 g⁵ with a filter diameter of 62 mm, maximum diameter of 69.8 mm x overall length of 136 mm.

Separately available accessories

PRF-ZD62 PRO Protection Filter (available now)

MSRP: \$64.99 U.S. / \$87.99 CAD

STF-8 Macro Flash (available now)

A compact, lightweight twin-flash unit built with splash & dust proof, and freezeproof protection down to -10°C. Movable flash heads for more breadth of expression in macro shooting.

MSRP: \$479.99 U.S. / \$649.99 CAD

⁶ When paired with Focus Stacking compatible models