

PRESS INFORMATION

Olympus cooperates with premium bag manufacturer Manfrotto to offer a new bag perfectly fitting to their compact and lightweight OM-D camera system

Olympus launches 'Explorer' messenger bag designed by Manfrotto: developed for the needs of OM-D photographers

Hamburg, 29. October 2018 – To develop a high-quality photography messenger bag perfectly fitting to the compact and lightweight OM-D system, Olympus collaborated with Italian premium bag manufacturer Manfrotto: The result is 'Explorer', a customised version of Manfrotto's stylish 'Windsor' messenger bag, which features water repellent coating and a detachable protective camera & lens pouch with configurable internal dividers featuring Manfrotto Protection System. The bag is designed to take any OM-D (or Olympus PEN) camera body and up to three lenses plus a 14" laptop – allowing to travel in comfort while still having all necessary equipment for a small trip or an outdoor photo assignment within easy reach. A tripod can be attached to the bottom of the bag using provided straps.

The Olympus Explorer bag designed by Manfrotto will be available from late November 2018 at a recommended retail price of 149 EUR.

Result of a joint effort by Olympus and premium bag manufacturer Manfrotto, the new Olympus Explorer messenger bag was designed to protect one compact system camera body and up to three lenses while still looking stylishly enough to be the perfect everyday bag.

On top of a protective detachable camera/lens pouch and configurable padded dividers to hold and secure all photo equipment in the special protection areas at the heart of the bag, it features a safe compartment for a 14" laptop. All personal items may be safely stored in the inside and outside zippered pockets. Using the provided straps, a tripod can be attached to the bottom of the bag.

The Olympus Explorer bag features premium water-repellent fabric, genuine leather trim and a tartan pattern lining in the interior. It is closed with velcro silencer and a buckle for extra security. The camera bag may be attached to a luggage trolley via a zipper solution on the back. A big handle is placed on top preventing the bag from tilting forward when lifting it up. The adjustable shoulder strap and the shoulder pad provide additional comfort.



Olympus x Manfrotto: New 'Explorer' messenger bag

- > Designed for the modern photographer to carry equipment in style on any trip or assignment
- > Carries any current Olympus camera body and up to three lenses plus a 14" laptop
- > Padded, configurable internal dividers and detachable pouch (bag-in-bag system)
- > Inside and outside zippered pockets for personal item storage
- > Water-repellent fabric, genuine leather trim and a tartan pattern lining in the interior
- > Velcro silencer for easy & quiet opening/closing as well as buckle for added security
- > Straps on bottom to attach tripod, zipper solution on the back to attach to luggage trolley
- > Adjustable shoulder strap
- > Dimensions:
W 40cm x H 30cm x D 17cm
- > Available from late November 2018 at RRP of 149 EUR
- > www.olympus.eu/accessories

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More information on Olympus' accessory range

For additional information on Olympus photography accessory range, visit www.olympus.eu/accessories.

Product specifications are subject to change without notice. Please check the Olympus website at www.olympus.eu/accessories for the latest specifications.

For questions or additional information, please contact:

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About Olympus

Olympus Europa is the headquarters for the region EMEA (Europe, Middle East and Africa) of the Olympus Corporation, Tokyo, Japan. As a worldwide leading manufacturer of optical and digital precision technology, Olympus provides innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions. The company's award-winning products are instrumental in detecting, preventing and healing illness, driving scientific research and documenting life with artistic freedom. In the hands of its customers, Olympus' high-tech products help to make people's lives healthier, safer and more fulfilling.

For more information: www.olympus-europa.com

About Manfrotto (Lino Manfrotto + Co. SpA)

Based in Bassano del Grappa in Northern Italy, Manfrotto designs, manufactures, and markets a wide range of camera and lighting support equipment for the professional photographic, film, theater, live entertainment, and video markets. Its extensive line of products includes camera tripods and heads, lighting stands, and accessories. Manfrotto was founded in 1972, and in 1989 it became part of the UK-based Vitec Group. Manfrotto products are sold in its nine primary markets of Italy, France, Germany, the United Kingdom, the Netherlands, China, Japan, Hong Kong, and the United States, through its own distribution companies, Manfrotto Distribution, and through independent distributors in over 80 other countries and regions. In addition, Manfrotto also develops products under the Gitzo brand, whose

tripods are acknowledged by professionals the world over as setting the industry standard for excellence.

For more information: <https://www.manfrotto.com/>