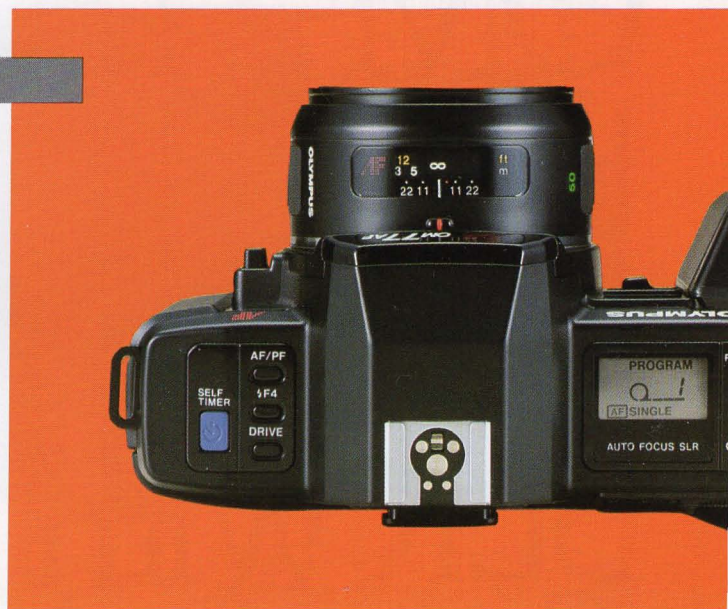


Olympus is back!



Olympus is back.
in your store and on
consumers' minds. With
the highly acclaimed
weatherproof Infinity

And the VX801—world's
smallest full-featured
8mm video camcorder.

Now, Olympus is
back with more new
35mm products in the
top-selling categories,
just in time for your
Fall/Christmas sales.



Olympus OM-77AF, the new auto focus SLR with features like no other SLR.

Ever.

No other auto focus SLR can offer your customers what the new Olympus OM-77AF does.

- unique flash grip with built-in flash available for auto focus, auto flash photography—anytime, anywhere
- fully synchronized flash at any shutter speed up to 1/2000 sec. —automatically—with Olympus F280 Full-Synchro Flash
- AF illuminator *built into* the camera to expand low-light auto focusing capabilities and more unique features to bring your auto focus SLR sales into even sharper focus.

The magic of OM-77AF's auto focus needs no sleight of hand.

Just an easily demonstrated push of a button switches between single exposure or continuous auto focus modes. Film advances automatically and the OM-77AF rapidly refocuses for the next shot. So your customers are assured instantly, precisely, continuously focused photographs, whether their subject is still life or full of life.

And the OM-77AF doesn't keep them in the dark. A *built-in* AF illuminator provides auto focus operation even in extremely low light, where other auto focus SLRs are useless.

When your customers want to control focusing themselves there's a manual focus mode with a twist—the unique *motorized* one-touch Power-Focus for one-touch sharp focusing.

Show them the light—with OM-77AF's programmed auto-exposure

First Olympus created a multiple program exposure mode that automatically adjusts for all three focal length ranges—wide angle, standard and telephoto.

Then we took it one step further. With zoom lenses, OM-77AF *automatically* shifts



programs as lenses zoom through their focal lengths.

And another step further. For photographers wanting to creatively control depth-of-field effects, or portray the many moods of movement, a one-touch Program-Shift changes the shutter speed-aperture relationships for their exposure preference.

Now, shots in the dark are never a shot in the dark

With the unique built-in Power Grip Flash 300 for extreme convenience and the exclusive new Full-Synchro Flash F280 for extreme applications, the OM-77AF revolutionizes the flash capabilities and performance



of the SLR camera.

For "everyday" flash photography without the fuss of carrying a flash, the OM-77AF's Power

Grip Flash 300 is highly capable. It simply pops up from the grip with the push of a button to spontaneously capture the moment.

But if your customers want full creative control in the most complex lighting situations, attach the Full-Synchro Flash F280 to the OM-77AF and you will truly light up their eyes—it's fully synchronized at every shutter speed even up to 1/2000 second

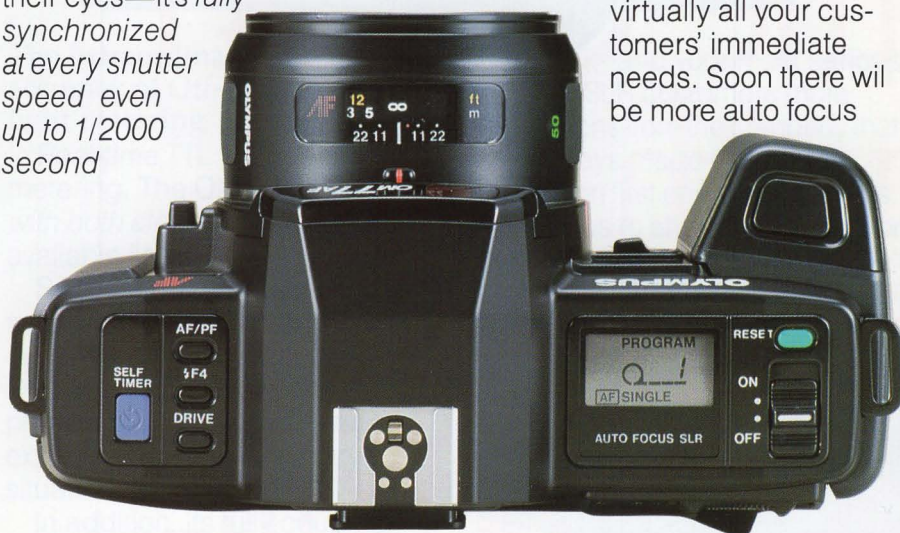
LCD display for easy viewing

And it's totally automatic, with auto load, auto focus, auto advance, auto DX film speed setting, auto exposure lock, auto rewind—auto everything

It's even user-friendly to the fingers with cushioned grip pads to absorb shock and ease handling

Auto focus lenses and accessories that really add up

We start with 35-70mm f3.5-4.5 zoom, 70-210mm f3.5-4.5 zoom, 28mm f2.8 wide angle and a 50mm f1.8 prime lens to cover virtually all your customers' immediate needs. Soon there will be more auto focus



High tech in design for a soft touch in their hands

The camera of the information age, the OM-77AF's sophisticated yet easily understood LCD display panel reveals the status of a dozen different functions and operational modes. A look through the viewfinder shows the focus, exposure and flash information neatly clustered in an

lenses including other popular zoom lens ranges. All fast and sharp. All with the superior quality of Olympus optics.

What's more, the OM-77AF is compatible with the entire line of Olympus OM system lenses when used in its aperture-preferred exposure mode. As well as with any of our T Series flash group for conventional automatic and OTF flash photography.

The new Olympus OM-77AF auto focus SLR—you'll find it's almost as automatic to sell as it is to use. And it's easy to add lenses and accessories to create a complete auto focus SLR system for your customers...and a big ticket sale for you



OLYMPUS®
OM77AF

Only the OM-4T with the world's first 35mm Full- Synchro Flash system and the strength of titanium.

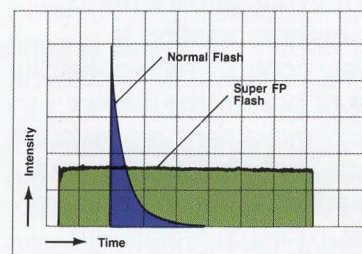
It is the new leading light of professional SLRs. A camera that expands the creative potential and provides peerless versatility.

With full flash synchronization at all shutter speeds up to 1/2000 second using the new Full-Synchro Flash F280.

With titanium top and bottom housings that add unsurpassed ruggedness while subtracting from the camera's weight.

With the exceptionally sophisticated automatic and manual Multi-Spot Metering system and real-time automatic OTF (Off-The-Film™) light measurement with electronic flash and available light.

With these and a host of other advanced features designed for the serious photographer the OM-4T makes light work of their most exacting creative challenges. and *your* sales effort.



The technological brilliance of Full-Synchro Flash F280

Attach our Full-Synchro Flash F280 to the OM-4T and you have nothing less than a revolution in electronic flash.

A technological breakthrough resulting in more than 40 new patents, the Olympus Full-Synchro Flash system expands the flash output duration providing even, overall electronic flash light throughout the shutter speed range.

Now, your customers can take high shutter speed action flash photos without being haunted by available light ghost images—automatically—and with OTF. And have complete aperture-selection freedom for depth-of-field effects in combination with fill-in flash in complex lighting situations. Again automatically—and with OTF.

For ultimate creative control there is only the OM-4T—it makes light of all the old limitations on electronic flash photography.

Titanium "tops" it all off

Durability and light weight have always been a premium with Olympus cameras. The OM-4T increases ruggedness and decreases weight for higher performance, with titanium top and bottom covers on the camera body—the areas most likely to suffer the brunt of physical abuse

Automatic Multi-Spot Metering for absolute exposure control

The serious customers demand a metering system that's just as discriminating. So show them the OM-4T whose unique Multi-Spot Metering system takes individual computerized light measurements of up to 8 critical areas of a composition, providing instantaneous, automatically accurate exposures.

It also allows accented highlights or shadow areas for specific creative effects, as well as locking correct exposure values in its memory for multiple shots regardless of changes in background or ambient lighting

The extraordinary accuracy of Off-The-Film light metering

Real-time TTL Off-The-Film metering. The OM-4T has it—with both electronic flash and available light

So bring on the variable lighting conditions. Confront extended motor drive sequences. The OM-4T assures your serious photographic customers flawless exposure accuracy in every situation. Automatically

In addition, its fully coupled Manual Mode provides the flexibility of having total manual control of aperture and shutter speed settings while retaining all the benefits of Multi-Spot Metering. And the choice of three flash exposure modes for flash photography: OTF Auto (for shutter speeds slower than 1/60 second), Manual and the new OTF Full Synchrony Flash at all shutter speeds up to 1/2000 second with the F280 Flash

As if all this weren't enough.

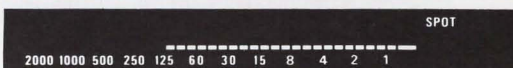
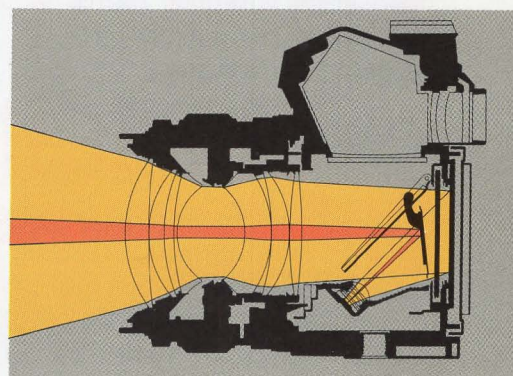
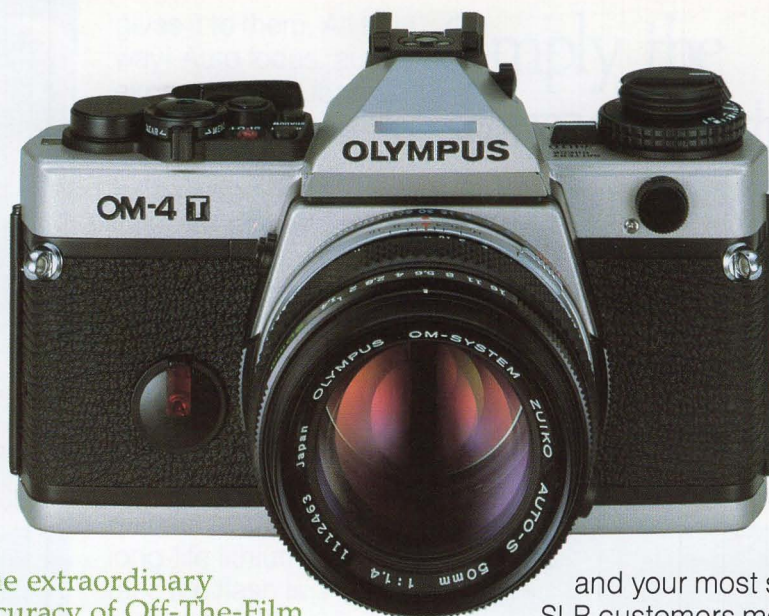
There are improved circuitry and operating controls, as well as all the features that have made the original OM-4 such a superb SLR choice for the serious photographer

There is full compatibility with the Olympus OM System—the world's most comprehensive compact SLR system with more than 350 components.

The OM-4T joins the OM-3 and OM-4 to give you

and your most serious SLR customers more innovations from the company that has always made functional innovation first priority—Olympus.

Want us to shed further light on the remarkable new OM-4T? We'll be happy to demonstrate the SLR that's so superior it leaves all the others in its shadow.



OLYMPUS
OM-4T



Presenting
two
more
Olympus
creations
that
are
worth a
close-up
look.

Put a family
portrait studio
--and more--
in their pocket
with the new
Quick Shooter-
Tele automatic.

Push a button and the scene opens up in wide-angle splendor. Push it again and focus in on the laughing face the adorable close-up, the candid portrait. With motorized dual focal length tele-wide lens, the new Quick Shooter-Tele provides your customers great 35mm photographic fun—no matter how they look at it.

Add full auto operation, with um battery-powered Quick Flash and a sharp and streamlined design and you have an auto focus lens-shutter camera of unsurpassed versatility that's as easy to sell as it is to shoot.



Dual focal lengths for double
the appeal

With both 36mm and 60mm
focal lengths in a single and



brilliantly sharp motorized lens unit, the Quick Shooter-Tele shifts from full scene to intimate perspectives without moving an inch. And its simple pushbutton operation means simple pushbutton demonstrations—your customers can even see the switch from wide angle to close-up in the changing viewfinder image.

And the quality of the Olympus optics makes for photographs that deserve—and can stand up to—a closer look.

The elements of superior, user-friendly design

Everyone wants automation—and the new Quick Shooter-Tele

gives it to them. All the way. Auto focus, auto exposure, auto load, auto DX film speed setting, auto advance, auto rewind, auto flash. What could be easier?

Flash photography certainly couldn't be. The Quick Shooter-Tele's built-in electronic flash automatically fires when the camera senses low light conditions. And with the long-life lithium battery, the flash is always ready—recycling in only 1.5 seconds and performing faultlessly for years of normal use.

There's sophisticated Olympus

design technology on the outside as well as in the sleek, compact shape, with its one-touch lens barrier for care-free lens protection. And the electronic self-timer with an LED indicator.

So close in on the new sales segment in the auto focus lens-shutter market—with the Olympus Quick Shooter-Tele.

OLYMPUS®
Quick Shooter
Tele



Simply the sharpest, fastest 90mm Macro lens in the world. Period.



Incredibly fast. Unbelievably sharp. Olympus leads the way with a new OM System lens of unparalleled macro performance and versatility—the 90mm f2.0 OM Telephoto/Macro.

Opens up new vistas in close-up photography

From mid-range telephoto use to 1/2 life-size magnifications (2" x 3"), this new 90mm lens provides a viewfinder image of remarkable brightness for greater focusing precision and ease from infinity to 15.7". Whether the subject be an artful portrait or a scientific study of insects, the 9 element/9 group floating element lens assures images of superb resolution and evenness over its entire operating range. And it mounts directly on any OM body without bellows or telescopic tube.

With a magnification ratio down to 0.5X, 9½" working distance, and excellent contrast and color fidelity, the 90mm f2.0 OM Telephoto/Macro breathes fresh life into life-size imaging and macro lens sales.

Auto Focus SLR System

STOCK NUMBER	PRODUCT DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	DEALER NET* 6 or MORE
▲101-800	OM-77AF Body with Power Grip 100	\$440.00	\$265.00	\$249.95
▲101-805	OM-77AF Body with Power Flash Grip 300	475.00	286.00	269.95
▲103-335	Prime Lens AF 50mm f1.8	100.00	60.00	
▲103-900	Wide Angle Lens AF 28mm f2.8	165.00	99.95	
▲103-930	Zoom Lens AF 35-70mm f3.5-4.5	200.00	119.95	
▲103-935	Zoom Lens AF 70-210mm f3.5-4.5	330.00	199.95	
108-906	Recordata Back 100	60.00	34.95	
108-532	Dioptric Correction lens 2 (+ 2) with Eyecup	24.60	14.50	
108-531	Dioptric Correction lens 2 (+ 1) with Eyecup	24.60	14.50	
108-530	Dioptric Correction lens 2 (0) with Eyecup	24.60	14.50	
108-536	Dioptric Correction Lens 2 (- 1) with Eyecup	24.60	14.50	
108-537	Dioptric Correction Lens 2 (- 2) with Eyecup	24.60	14.50	
108-538	Dioptric Correction Lens 2 (- 3) with Eyecup	24.60	14.50	
108-539	Dioptric Correction Lens 2 (- 4) with Eyecup	24.60	14.50	
108-540	Dioptric Correction Lens 2 (- 5) with Eyecup	24.60	14.50	
108-502	Eyecup 2	16.00	9.40	
106-073	Power Grip 100	25.00	15.50	
106-074	Power Flash Grip 300	60.00	35.50	
107-057	TTL Auto Cord F 0.6M	29.00	17 10	
108-480	Semi-Hard Case 200 ●	40.00	22.90	
108-481	Semi-Hard Case 200 For Databack 100 ○	40.00	22.90	
108-482	Semi-Hard Case Front Cover 200 (for either AF 50mm f1.8, AF 28mm f2.8 or AF 35-70mm f3.5-4.5)	25.00	13.60	
108-483	Semi-Hard Case Back Cover 200 (for OM-77AF with regular camera back)	15.00	9.30	
108-484	Semi-Hard Case Back Cover 200 for Databack 100 (for OM-77AF with Recordata Back 100)	15.00	9.30	
108-485	Soft Case 300 (for OM-77AF with AF 70-210mm f3.5-4.5)	25.00	14.90	

Quick Shooter-Tele Camera

STOCK NUMBER	PRODUCT DESCRIPTION	SUGGESTED LIST PRICE	DEALER NET PRICE	DEALER NET** 3 OR MORE
▲102-730	Quick Shooter-Tele auto focus camera with strap & Duracell DL223A battery	\$315.00	\$185.00	\$174.95
108-473	Soft case for Quick Shooter-Tele	18.00	9.30	
108-457	Shoulder strap for Quick Shooter-Tele/ Quick Shooter	5.70	3.00	

*Order any assortment of 6 or more OM camera bodies, prime lenses, interchangeable lenses and qualify for the lowest dealer net listed in these categories.

**Net price on 3 or more lens-shutter cameras or accessories of your choice.

▲Qualifies for Advertising Accrual

Prime lens and interchangeable lenses may be assorted with OM camera bodies for lowest camera body dealer net.

●For OM-77AF with regular camera back and either AF 50mm f1.8, AF 28mm f2.8 or AF 35-70mm f3.5-4.5 lens.

○For OM-77AF with Recordata Back 100 and either AF 50mm f1.8, AF 28mm f2.8 or AF 35-70mm f3.5-4.5 lens.

Every Semi-hard case and Soft case can accommodate either OM-77AF with Power Grip 100 or OM-77AF with Power Flash Grip 300.

Get ready for a great selling season with the products your customers want—from Olympus. Call your Olympus Sales Representative toll-free, any time, any day: 800-631-7777 (in NJ, 800-522-4159).

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Olympus Corporation Consumer Products Group Crossways Park Woodbury, NY 11797