

An inspiration of passion and commitment.
New Concept Zoom Lens Reflex.

IS-2/IS-3

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Inspiration

The drive to achieve, the need to create.

Olympus understands the qualities needed to create photographs that teach, images that touch. Much the same is required to create the camera that creates the photo.

Perception

The skill to see instead of look, act instead of react.

Driven by the inspiration to develop an optical instrument so unique that it redefined the perceptions of conventional photography, Olympus created the sensational IS-1, the world's first integrated system Zoom Lens Reflex. Recognizing the potential for even greater innovation, Olympus has created the IS-2 and IS-3.

Potential

The will to innovate, the courage to attempt.

A series of cameras that brings new meaning to the words power, performance and possibility, the Olympus IS-2 and IS-3 expand upon the wonders achieved with the IS-1. Complete, sophisticated, yet simple, the IS-2 and IS-3 represent the passion for innovation and commitment to excellence that have been part of Olympus tradition for over seventy years.





Achievement through perseverance

Perseverance. The commitment to excellence. Through perseverance and commitment Olympus has achieved unparalleled success in photographic development with the IS-2 and IS-3. Two zoom lens reflex cameras that build upon the accomplishments of the IS-1.

The IS-2 features an extremely high quality 35 ~ 135mm built-in zoom lens, while the IS-3 goes even further with 35 ~ 180mm zoom capability. Equipped with intelligent flash and autofocus systems and an array of exposure and drive modes and accessories, the IS-2 and IS-3 represent more than photographic excellence. They also represent the evolution of the Olympus commitment to designing cameras that meet the performance needs of the most demanding photographers, be they beginners or professionals.



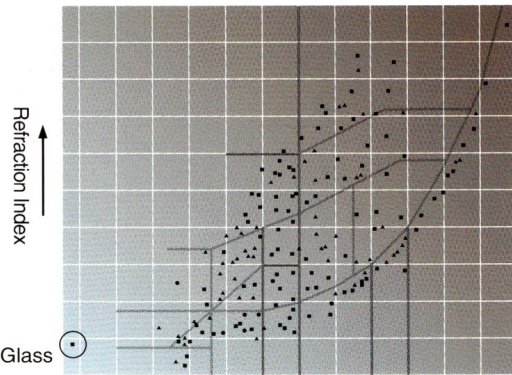
ED GLASS

Clarity of vision

The ability of an outstanding photograph to inspire emotion or provoke thought is not merely reliant on the conception of the photographer. Without a fine instrument to capture the desired image, all could be for naught. The primary component in the photographic process is the lens. Olympus dedicated considerable effort to develop the finest lenses for the IS series cameras.

The ED (extra-low dispersion) glass element used in the IS series cameras greatly reduces the chromatic aberrations that can occur at longer focal lengths — so important for a zoom lens. Contrast and color fidelity are also enhanced with ED glass. The

final result — a zoom lens that offers extraordinary clarity both in color and definition, frame to frame. Using ED glass enables the reduction of the number of lens elements required. This results in a lighter, more compact, highly efficient lens — equal to professional SLR lenses costing a great deal more.



Abbe Number (Dispersion Characteristics)

Lens' Refractive Index Chart



ZOOM

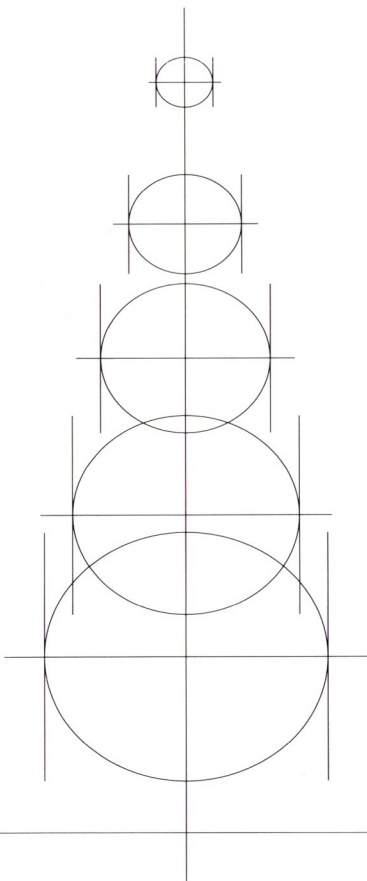
The intensity of presence

The IS-2 and IS-3 built-in zoom lenses exemplify the potential of increased power. The IS-2's 35~135mm and the IS-3's 35~180mm f4.5~5.6 compact zoom lenses let you choose from among a wealth of focal length options for an infinite range of possibilities. Gone are the days of the extra weight and cost of accessory lenses.

Explore your options — use the 35mm wide angle for more expansive shots, or zoom to full telephoto strength and see what close-up really means.

Try Zoom Macro. The IS-2 and IS-3 allow you to shoot photographic subjects as close as 24 inches along a 35 to 100mm (IS-2) or 120mm (IS-3) focal length. The IS-2 also offers the Super Macro mode which lets you get as close as 15 inches when shooting at a focal length of 70mm.

In short, the IS-2 and IS-3 offers tremendous creative control. And the power to increase your photographic potential.





FLASH

The art of light

When it comes to flash photography, both the IS-2 and IS-3 are well equipped to perform. Both cameras feature a dual-element, variable power flash driven by the sophisticated intelligence of a microcomputer. Combine this with your artistic sensitivity to make photos look naturally lit.

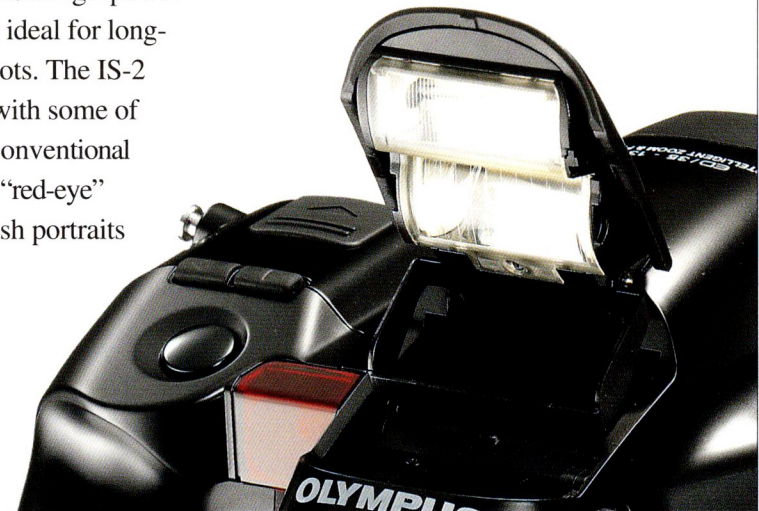
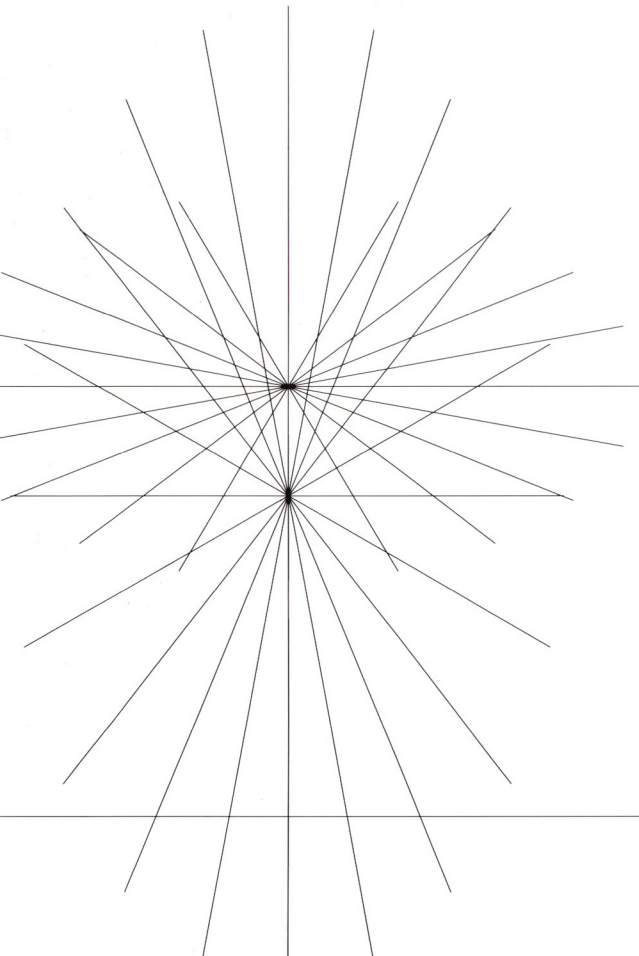
Activate the flash mode and the camera automatically selects the correct amount of light for the subject. Close-up shots are lit just right, thanks to the "soft flash" performance that the IS cameras' variable-power flash guarantees.

Power? The IS-2 features a built-in GN66 and the IS-3 a GN92 high-power flash, both of which are ideal for long-distance or telephoto shots. The IS-2 and IS-3 also do away with some of the problems found in conventional SLR cameras. The nasty "red-eye" effect often found in flash portraits

is significantly reduced via the Auto-S mode. This feature emits a series of low-powered pre-flashes that cause the subject's pupils to contract, minimizing red-eye.

Nowhere is the art of the flash seen more clearly than in the IS-2 and IS-3's Fill-In Flash mode. When your subject is back- or side-lit, Fill-In Flash provides just that extra bit of light necessary for a perfectly exposed photograph.

Skillful photography requires sophistication and ease of use. The IS-2 and IS-3 intelligent flash systems provide both.





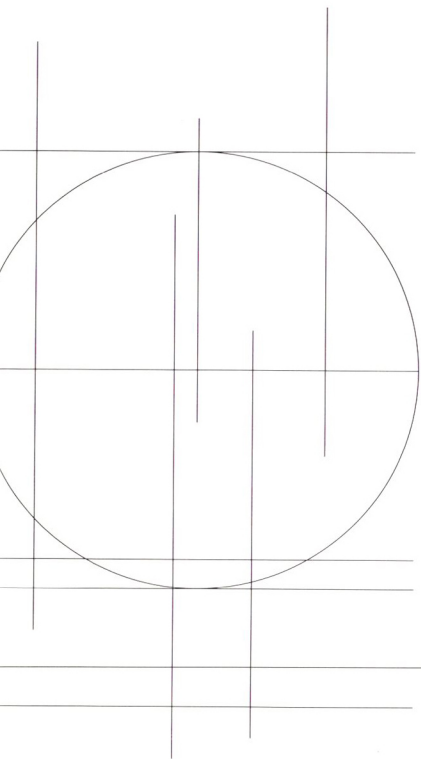
DESIGN

Symbiosis of form and function

Integrity in design is paramount to overall product performance. A poorly rendered structure not only lessens aesthetic appeal — it can also diminish functional ability. When Olympus set out to create the IS series cameras, function held equal priority with form.

They look and feel like no other camera. Compact and light, with all controls positioned perfectly for optimum ease of operation. To make the IS-2 and IS-3 light and compact enough to carry with ease, yet provide the enhanced functionality of a built-in zoom lens and sophisticated flash system, our engineers turned away from

the conventional and embraced the innovative. Two key accomplishments were achieved. First, we opted for an S-shaped pattern film-loading system, thus allowing the film cartridge to be placed inside the grip. In order to achieve a sleeker profile, we adopted a unique M-pattern light path viewfinder structure. These two features plus the compact zoom lens configuration, well-placed mode and functions controls and easy-to-read Menu Select LCD panel all contribute to the ergonomic design of the IS-2 and IS-3 cameras.





TECHNOLOGY

Reaching for the Limits

Sleek and smoothly contoured, the IS-2 and IS-3 boast minimalist exteriors that belie the complexity of technical sophistication within them. A foremost achievement of Olympus with the IS series cameras is the high speed autofocus (AF) and zoom capabilities.

A floating cam mechanism covers both focusing and zooming functions. Beginning with a unique 5-focus group lens design, we hung each of the three middle lens groups on independent shafts allowing for individual movement. This design compensates for focusing deviations incurred from

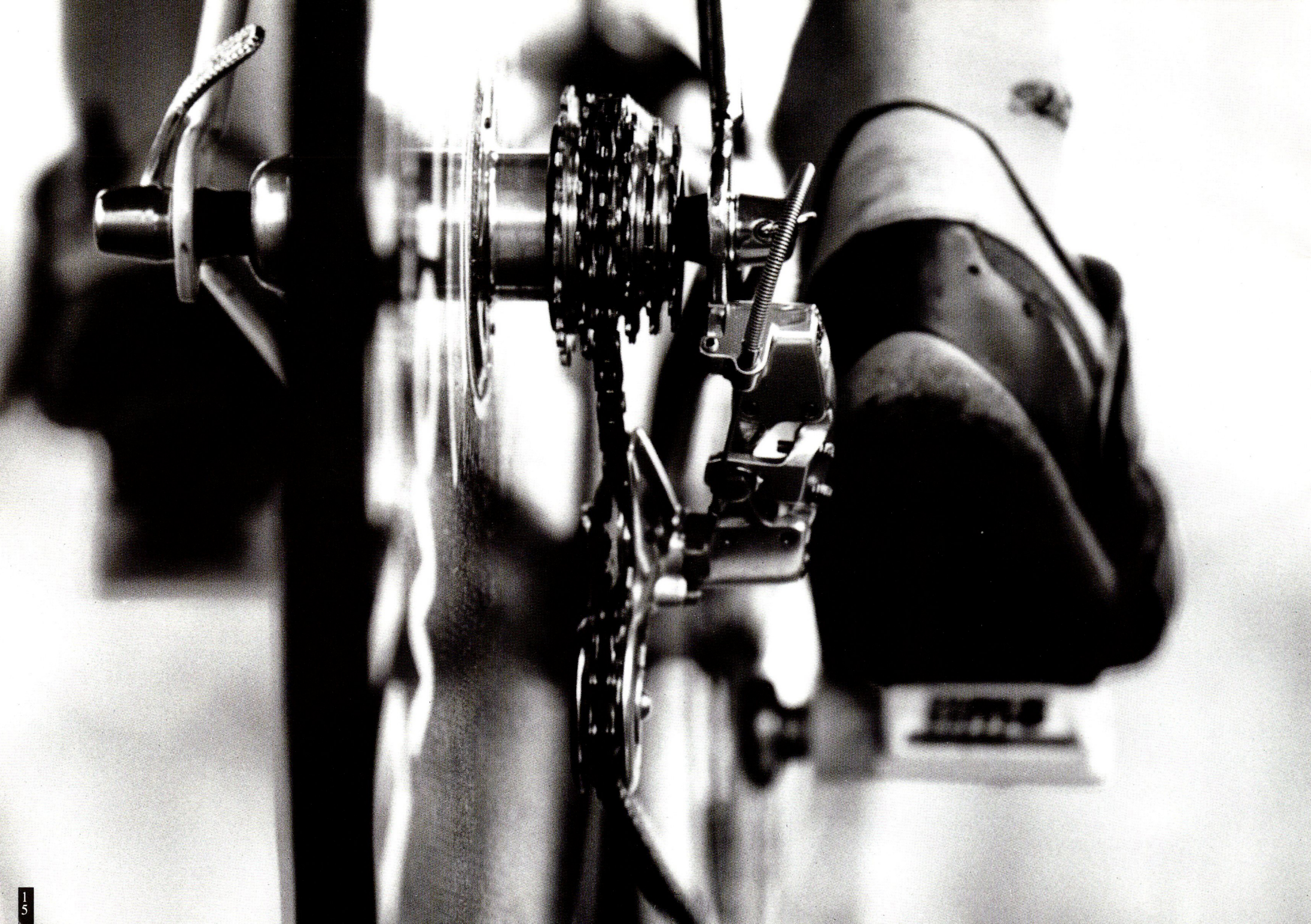
zooming — thus reducing the amount of lens travel needed to achieve correct focus. This makes lens movement faster and more fluid than other lenses of comparable length. This also reduces response time for faster and more precise focusing.

For the IS-2 and IS-3, we've developed a new AF sensor with eight times the sensitivity of earlier models, added a new AF illuminator and also incorporated an enhanced CPU for quicker algorithmic processing. There's also a piezo ceramic vibrator that provides a sharp beep when focusing is achieved and an improved driving motor that's more powerful and, thanks to fuzzy logic, faster as well.

We've also applied fuzzy logic capability to the IS cameras' ESP light metering system. This system takes light readings from the center and surrounding areas of the frame, compares them and selects exposure values accordingly.

Inside and out, IS-2 and IS-3 exemplify height of technological accomplishment.





VERSATILITY

Ready for Anything

Achieving total performance in any endeavor requires more than technical mastery of one's subject. Olympus knows that a love for photography coupled with a desire to make the finest cameras is as important as technical excellence.

To make the IS-2 and IS-3 total performers, we incorporated easy-to-use exposure, subject and drive modes that provide photographers versatility in control with simplicity in operation.

The exposure modes offered by the IS-2 and IS-3 allow you a range of control options from completely automatic programmed exposure to aperture-preferred, shutter-preferred (IS-3) and total manual operation.

Also possible are exposure compensation capabilities which allow you to "fine-tune" the exposure for each shot. Both cameras offer Single, Continuous Shooting (2 frames per sec.) and Double-Exposure drive modes for standard, action and more "creative" shots.

Performance is further enhanced via the IS-2 and IS-3's subject modes which automatically select the best shutter and aperture settings for the type of shot which gives them their name — Sports, Portrait, Night Scene and Landscape (IS-3).



ACCESSORIES



Extend Yourself

To make that extra push and reach just a bit farther sometimes requires additional energies — but offers you so much more. The IS-2 and IS-3 are both complemented by a wide range of optional accessories that enhance their capabilities beyond their already impressive scope.

Attach the powerful G40 flash unit, for example, and explore the subtle light that bounce flash photography adds to a shot. Or open up your horizons with the panorama adapter and wide angle lens, or

focus on the beauties of close-ups with macro lenses. And if you really want to zoom, the IS-2 and IS-3 accept 200mm and 300mm teleconverter lenses, respectively. There are also dioptric adapters for those photographers who require eyeglasses. And more. In short, a wealth of accessories adds to the already powerful abilities of the IS-2 and IS-3 — making sure that you are well-equipped to the challenge of exciting photography.



Take off

Let your imagination run. With the IS-2 or IS-3 you have more power to explore photographic possibilities and the potential to see how far your own inspiration and perception can take you.



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