

Cashback Amounts

LENSES	CASHBACK
M.ZUIKO DIGITAL ED 40-150mm 1:4.0-5.6 R	£75
M.ZUIKO DIGITAL ED 75-300mm 1:4.8-6.7	£200
M.ZUIKO DIGITAL 17mm 1:2.8 Pancake	£75
M.ZUIKO DIGITAL ED 9-18mm 1:4.0-5.6	£160
M.ZUIKO DIGITAL ED 14-150mm 1:4.0-5.6	£160
M.ZUIKO DIGITAL ED 12-50mm 1:3.5-6.3 EZ	£90
M.ZUIKO DIGITAL ED 12mm 1:2.0	£185
M.ZUIKO DIGITAL 45mm 1:1.8	£70
LENS ADAPTERS	CASHBACK
3CON-P01 Converter Kit (Macro, Wide & Fisheye)	£55
MCON-P01 Macro Converter	£20
WCON-P01 Wide Converter	£25
FCON-P01 Fish Eye Converter	£35
ACCESSORIES	CASHBACK
VF-2 Electronic Viewfinder	£55
VF-3 Electronic Viewfinder	£45
MF-2 OM Adapter	£40
MMF-2 Four Thirds Adapter	£40
FL-300R Wireless Flash for PEN	£40
MAL-1 Macro Arm Light for use with Accesory Port	£15



SAVE UP TO £200
ON LENSES & ACCESSORIES
SEE OVERLEAF FOR DETAILS

- Terms and Conditions**
- The promotion instructions form part of the terms and conditions.
 - Offer starts 01/03/12. Offer ends 30/04/12.
 - Claims must be received by midnight 31/05/12.
 - Qualifying purchases must be made between 01/03/12 and 30/04/12.
 - This promotion only applies to the Olympus PEN E-PL3 and PEN E-PM1 cameras and applies to all available kits.
 - Cashback on lens/converter/accessory can only be claimed if the customer has bought an Olympus Pen mini E-PM1 or Olympus PEN Lite E-PL3 within the promotion period.
 - Cashback on lens/converter/accessory only applies to the items listed in this leaflet and is restricted to one item per camera purchased.
 - Claims restricted to 2 per household.
 - Promotion applicable to residents of UK and Ireland only. Participants must be aged 18 or over.
 - Olympus will not process claims for second hand purchases of promotional products.
 - To take advantage of this promotion, the Cashback claim can only be made through www.olympus.co.uk/promotions
 - To claim the Cashback, participants must complete all of the relevant details on the online claim form.
 - If supplying proof of purchase via post, claim forms must be printed out and sent together with a photocopy of the purchase receipt to: Olympus PEN Cashback Promotion, 1st Floor, 277-281 Oxford St, London, W1C 2DL.
 - Participants should retain the original purchase receipt as claim application forms and supporting material will not be returned.
 - If claiming Cashback on lens/converter/accessory, participants must tear the barcode off the product box and send it or upload image as directed along with the proof of purchase of both camera and the lens/converter/accessory. In the absence of barcode being sent, the claim will not be processed.
 - Upon registration, the claimant will receive an automated email notification informing them that their claim has been received and is now being validated. They will also receive a personalised password and username to access our online tracking facility.
 - The Cashback will be issued in the form of 1) A cheque made payable to the name specified on the claim form. 2) BACS transfer made payable to the bank account specified on the claim form.
 - The Cashback will be sent within 30 days of validation of claim.
 - Wholesalers, employees of Olympus, its associate companies, agents and their families are not eligible.
 - We reserve the right to refuse claims made where VAT and/or duty have not been paid. The purchase must be from a UK/Ireland based retailer that has bought stock through Olympus UK or one of their authorised distributors. If in doubt, please check before purchasing.
 - This promotion cannot be redeemed in conjunction with any other promotion whatsoever.
 - Olympus reserves the right to refuse mal-redemptions and mis-redemptions. Damaged, illegible or incomplete claims and receipts are invalid.
 - Proof of posting will not be accepted as proof of receipt. Olympus accepts no responsibility for claims lost, delayed or damaged in the post.
 - Olympus shall not be liable for any failure to fulfil this offer where such failure is caused by any supervening circumstances amounting to force majeure being an event(s) which, without the fault of either party, render performance impossible or incapable of satisfactory execution.
 - Cashback claimants will be deemed to have read and accepted these terms and conditions.
 - If you have any queries with regard this promotion please send an email to: olympus@sales-promotions.com or call us on 0207 6591135.

OLYMPUS

SCAN QR CODE TO
FIND OUT MORE
www.olympus.co.uk/promotions



OLYMPUS PEN
New Generation System Cameras

Why PEN?



> SLR image quality

> Creativity



> Low light performance

PEN mini

PEN Lite



There has never been
a better time to buy.

SAVE UP TO £200
ON LENSES & ACCESSORIES
SEE OVERLEAF FOR DETAILS

OLYMPUS

PEN Lite E-PL3

OLYMPUS PEN Lite
New Generation System Cameras

Innovative vision

Where performance meets style

You love preserving memories, but you're ready for more creativity. More control. More options for capturing unforgettable images. The E-PL3 inspires innovation and is perfect for those who require a versatile, portable camera filled with advanced yet easy-to-use creative technologies. Its high resolution 3" articulating LCD features a new interface that makes it easy to access the effects you want from any angle.



All the quality of an SLR camera

MICRO FOURTHIRDS
You can save space for professional images in your next photo album. Thanks to its ultra-sensitive sensor and high-powered image processor, the PEN Lite produces top-calibre images with uncompromised sharpness, depth, colours and contrasts.



3" tilting widescreen LCD

Rise above the crowd to capture graduations, stoop to eye-level as babies take their first steps, or even lower to the ground to get an adorable shot of the family pet. No matter which angle you happen to be at, you can tilt out the large, bright rear display to give you the whole picture for any shot you want to take. Maximum flexibility, maximum visibility.



Take your creativity up a notch with six Art Filters. You can choose from Dramatic Tone, Pop Art, Soft Focus, Grainy Film, Pin Hole and Diorama. And it doesn't end there: you can then combine your creations with additional Art Filter Effects.

Excellent shots - effortlessly

iAuto automatically identifies the scene you're shooting – portrait, landscape, night portrait, macro or sport – and adjusts the settings to optimise results. The E-PL3 is also equipped with 24 Scene-Select modes for effortless picture taking, including Fireworks, Sunset, Children, Macro and Panorama, to name a few.



Direct access buttons

Take a shortcut for an easier life: instead of clicking your way through several levels of menus, all you have to do is preset these buttons once – and you'll always be just one click away from the desired function.



5 fps sequential shooting

With the E-PL3 you can take up to five photos a second allowing you to easily capture that perfect shot, especially when your subject is moving.



Low light performance

Thanks to the new sensor, attachable flash, AF Illuminator and increased ISO sensitivity up to 12,800, you get excellent images even in low light conditions.



Attachable flash

Attach this accessory flash in seconds. It's just as quick to detach, so no extra weight the rest of the time. You'll find it included when you open the box to your new PEN.

PEN mini E-PM1

OLYMPUS PEN mini
New Generation System Cameras

Stylish vision

Stylish and simple to use

The smallest and lightest PEN is available in six stylish colours – purple, pink, brown, white, silver and black – and features a new and simplified user interface as well as a streamlined button structure for superior ease-of-use. Its small size and portability makes it the ideal camera to document life's fun and spontaneous moments.



All the quality of an SLR camera

MICRO FOURTHIRDS
You can save space for professional images in your next photo album. Thanks to its ultra-sensitive sensor and high-powered image processor, the PEN mini produces top-calibre images with uncompromised sharpness, depth, colours and contrasts.

Simplified control

Operating the camera is more intuitive with the newly designed user interface. The many complicated functions of a digital SLR can now be controlled with just three buttons and the 'Stripe Screen' graphical user interface. Digital SLR photography has never been this easy and fun.



5 fps sequential shooting

With the E-PM1 you can take up to five photos a second allowing you to easily capture that perfect shot, especially when your subject is moving.

Excellent shots - effortlessly

iAuto automatically identifies the scene you're shooting – portrait, landscape, night portrait, macro or sport – and adjusts the settings to optimise results. The E-PM1 is also equipped with 24 Scene-Select modes for effortless picture taking, including Fireworks, Sunset, Children, Macro and Panorama, to name a few.

Lighter than lightweight

Taking style and performance to new levels, the PEN mini has the smallest, lightest camera body we've ever produced in a PEN model.



3" bright widescreen LCD

This 460k dot high resolution screen is big and bright enough to let you shoot and share photos and HD video with ease.

Low light performance

Thanks to the new sensor, attachable flash, AF Illuminator and increased ISO sensitivity up to 12,800, you get excellent images even in low light conditions.



Take your creativity up a notch with six Art Filters. You can choose from Dramatic Tone, Pop Art, Soft Focus, Grainy Film, Pin Hole and Diorama. And it doesn't end there: you can then combine your creations with additional Art Filter Effects.



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M.ZUIKO DIGITAL ED
9-18mm 1:4.0-5.6



M.ZUIKO DIGITAL ED
12-50mm 1:3.5-6.3 EZ



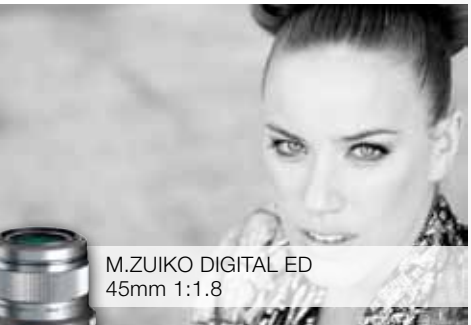
M.ZUIKO DIGITAL ED
12mm 1:2.0



M.ZUIKO DIGITAL ED
14-150mm 1:4.0-5.6



M.ZUIKO DIGITAL ED
17mm 1:2.8 Pancake



M.ZUIKO DIGITAL ED
45mm 1:1.8



M.ZUIKO DIGITAL ED
75-300mm 1:4.8-6.7



M.ZUIKO DIGITAL ED
40-150mm 1:4.0-5.6 R