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Capture Beautiful 720p HD Video, Venture Deeper with a Built-In Manometer, Tag Your Locations with Built-In GPS and Enjoy the Full Power of 3D Images!

CENTER VALLEY, Pa., March 2, 2011 - Today **Olympus Imaging** America Inc. unveils the **TOUGH TG-810**,

a shockproof, waterproof, freezeproof and crushproof

compact camera

designed to

capture

all of your extreme adventures, no matter where you go. Whether you're

capturing close-ups

of sea creatures on a scuba diving trip in the Bahamas, shooting ski stunts in crisp high-definition video (HD video) on the mountains of Colorado or hitting the skate park near your house, the

Olympus TOUGH TG-810

is perfect for you. Rugged has met its match.

*This **14-megapixel camera** remembers exactly where you took the **perfect image**, so you don't have to. The*

Olympus TOUGH TG-810

also boasts Dual Image Stabilization to cut the blur out of your

photography,

Wi-Fi compatibility for instant image sharing via an optional Eye-Fi Card, 3D still

image capture

in and out of the water.



- * **GPS, Electronic Compass and Manometer** – use as a regular compass, tag images with landmark information or capture your altitude or depth of water in addition to location data and map coordinates;
- * **HD Video and HDMI® Control** – HD video delivers a broadcast-quality movie experience when played back on a high-definition television (HDTV);
- * **3D Photo Mode** – captures two shots of a scene from two different angles to create still photos that can be viewed with the added excitement and realism of 3D;
- * **Eye-Fi™ Card Compatibility** – allows automatic wireless uploading of images to the website or PC of your choice;
- * **New! Magic Art Filters** – make it possible to create special artistic effects in still images and/or movies directly in the camera;
- * **In-Camera Panorama** – offers quick and easy panorama shots; and
- * **AF Tracking** – tracks a moving subject automatically and keeps it in focus for optimal image quality.

"The Olympus TOUGH TG-810 is built tough for the extreme explorer and the everyday adventurer alike," said Jennifer Schmell, product manager, Olympus Imaging America Inc. "Whether taking it under water or high upon a mountain, the Olympus TOUGH TG-810 is a rugged companion that will capture HD video and stunning images far and wide. Its GPS and Electronic Compass track your location and direction, while the built-in Manometer shows how high or how deep your adventures are taking you."

Track Your Adventures with GPS, Electronic Compass and Built-In Manometer

The Olympus TOUGH TG-810 features GPS and an Electronic Compass. The GPS on the camera automatically records your location while you're shooting so it remembers where you took a favorite photo. The Electronic Compass allows you to check your shooting direction in the field. The Olympus TOUGH TG-810 also offers a Manometer, which measures water and air pressure, enabling you to accurately monitor the depth or altitude of your images. It's the perfect camera for adventure seekers who want to snap shots while scuba diving, hiking or skiing. The location, direction, depth and altitude are recorded when each image is taken, and the information is stored within each picture's digital file so you can easily trace your shooting locations once you're back at home.

