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# Olympus Gazette

## Analogue cameras take their final bow



### Love at first click

The era of analogue photography can, however, be associated with great memories like the fall of the Berlin Wall. Many people, for example, fell in love with the legendary Olympus OM-1 model when it was introduced in 1973 and started saving money for their first camera. Some even owe the best pictures of their life to trusted companions from

In the age of digital cameras it is often forgotten that photography used to be very time consuming. Coming home from vacation used to mean days of anxiety while wondering if pictures would turn out as planned. Today, results can be seen instantly and spread around the globe at the touch of a button. With this in mind, it's no surprise that analogue cameras have for years been taking the route of gramophones, typewriters or walkmans: retreat.



Olympus Ecrú

that time. The Olympus C-AF, on the other hand, went on sale in 1981 as the first Olympus autofocus camera. It featured a unique automatic rangefinder.

## Treasured special editions

Over the decades, many Olympus products have earned themselves their own cult status. Designed by Naoki Sakai, the O-Product was launched in 1988 with a limited edition of 20,000. With its futuristic aluminium body, it quickly became a highly coveted collector's item. The Ecrú was developed three years later by the same designer. This 35mm compact camera impressed with its exceptional photographic abilities and unconventional sculptured form.



## Bidding 35mm “adieu”

The launch of the Olympus  $\mu$  series in 1991 caused waves of its own. These stunning cameras set technological benchmarks as well as being viewed as the sharpest and coolest around. A successful combination of design and technology made for their sensational popularity. The first model, the legendary  $\mu$ [mju:]1, sold over an incredible one million units within its first year on the market.

The  $\mu$  series also saw the beginning of Olympus' history in space. In 1991 Helen Sharman travelled into weightlessness with a popular  $\mu$  camera model on board.

One of the world's most successful camera series, the weatherproof  $\mu$  family has recorded sales exceeding 41.5 million units to date.

Some nostalgia is unavoidable in the face of such commanding analogue camera expertise. However, with such a bright future ahead, it would be foolish to dwell on the past. Olympus will continue to be true to its core values in the years to come. Cameras with innovative technology, superior design and benchmark-setting opto-digital quality will remain great companions in the digital era.



Helen Sharman and her team