

Olympus is excited to announce the launch of the Olympus LIVE experience centre in Macquarie Park, Sydney.

Olympus LIVE Sydney is designed specifically for Olympus customers to access technology and undertake education in a purpose-built environment, including specialised simulation areas.

This is the third centre of its kind with Olympus having launched 'Olympus LIVE Melbourne' in 2014 and 'Olympus LIVE Auckland' in 2017.

Olympus LIVE Sydney will be the flagship facility for consumer camera customers boasting a professional Photographic Studio, a Camera Experience Zone and a camera repair facility.

The fully equipped professional Photographic Studio

Other features include an integrated Medical Suite with state-of-the-art surgical and endoscopy equipment, a Scientific and Industrial Laboratory complete with Olympus' latest microscopes and industrial technology, and an Endoscope Cleaning Room.

The Olympus 4K Ultra High Definition System and the EVIS EXERA III endoscopy platform on display in the Medical Suite

"Having access to a unique and innovative offering is a big advantage for our customers and something that we hope differentiates us as a provider," said Jason Borg, Consumer Division Manager.

"We have creative and visionary customers. We want this centre to help them realise their full potential with our products," said Mr Borg.

A range of upright, inverted and confocal microscopes on display in the Scientific Solutions Laboratory

Olympus Australia and New Zealand Managing Director, James Bowe, confirmed the driver behind this investment was in response to the changing needs of customers.

"Our number-one priority is to listen to and build partnerships with our customers. Olympus LIVE Sydney allows customers to experience our technology in a simulated working-environment and increases our capacity to deliver effective education programs.

It is with great pride that we open this facility to our NSW customers," said Mr Bowe.

Olympus LIVE Sydney is now operational ahead of an official launch planned this month.

To learn more about Olympus LIVE, please visit www.olympusaustralia.com.au/olympuslive.

-ENDS-

Images

Consumer Experience Zone.jpg: Olympus PEN cameras at the ready in the Consumer Experience Zone

Dropbox link: <https://www.dropbox.com/s/zcv6rxp2tatvmj9/Consumer%20Experience%20Zone.JPG?dl=0>

Endoscope Cleaning Room.jpg: The Endoscope Cleaning Room prepared for an Olympus Academy professional education program

Dropbox link: <https://www.dropbox.com/s/f04cfbtku980er/Endoscope%20Cleaning%20Room.jpg?dl=0>

Medical Suite.jpg: The Olympus 4K Ultra High Definition System and the EVIS EXERA III endoscopy platform on display in the Medical Suite

Dropbox link: <https://www.dropbox.com/s/5ekxky9or3ypexi/Medical%20Suite.jpg?dl=0>

Photographic Studio.jpg: The fully equipped professional Photographic Studio

Dropbox link: <https://www.dropbox.com/s/e8tzra8mfov8xfi/Photographic%20Studio.jpg.jpg?dl=0>

Scientific Solutions Laboratory.jpg: A range of upright, inverted and confocal microscopes on display in the Scientific Solutions Laboratory

Dropbox link: <https://www.dropbox.com/s/5ljkvb8gxarh2dj/Scientific%20Solutions%20Laboratory%20%281%29.jpg?dl=0>

Taxidermied Butterfly.jpg: A taxidermied butterfly awaits its photo to be taken in the Camera Experience Zone

Dropbox link: <https://www.dropbox.com/s/jxqzvn520r0mb4l/Taxidermied%20Butterfly.JPG?dl=0>

About Olympus LIVE

Olympus LIVE reflects its acronymous title to: Learn, Inspire, Visualise and Experience.

It is an award-winning* facility designed to provide customers with the ability to learn about Olympus products and services in an environment specifically designed for this purpose.

Our aim is to deliver our customers with access to the latest Olympus solutions and technology via interactive showrooms and tailored education, whilst sharing our knowledge to improve the lives of wider society.

*Olympus LIVE Melbourne is winner of 2016 ABA100 Business Innovation Award and winner of Customer Service Institute of Australia 2015 Project of the Year Award.

www.olympusaustralia.com.au/olympuslive

About Olympus Australia and New Zealand

Olympus is a world-leading manufacturer and distributor of high-quality optical, electronic and precision engineering products, for scientific, medical, industrial and consumer applications. Its mission is to have a profound and positive impact on society by making the world happier, safer and healthier through its products and business activities.

www.olympusaustralia.com.au

www.olympus.co.nz

Contacts

Oliver Clarke (Olympus Contact)

+61 (03) 9271 5508

<mailto:oliver.clarke@olympus.com.au>

Christine Filippis (Media Contact)

+61 (03) 8391 0701

<mailto:christine@teraze.com.au>