

Olympus Goes for Selfies With PEN E-PLZ

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28 August 2014

Olympus makes the taking of selfies easier for your customers with the PEN E-PL7, a micro four thirds camera with a retro-style body and a 3-inch touchscreen one can flip downwards by 180 degrees.



To make the taking of self portraits even easier if the screen is flipped the camera automatically enters a special mode with a shutter button on the touchscreen and time-delayed (by 1 second) photo snapping.

Further making the E-PL7 more attractive to smartphone users is a selection of Instagram-style photo filters such as "Vintage" and "Old Film Effect" and wifi connectivity.

Specs-wise the camera features the 16MP sensor from the E-PL6 and the 3-axis image stabilisation from the E-M10, as well as an 81-point autofocus system allowing one to shoot moving subjects at up to 3.5 FPS.

The E-PL7 should be available by end September 2014 as either body-only or a bundle with a 14-42mm f/3.5-5.6 zoom lens and an external flash. Olympus also offers a variety of optional accessories, such as a leather case, underwater housing, underwater flash and a remote control.

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