

# Our Business Domains and Key Technologies

Olympus develops its operations in three core business domains. The Scientific Solutions Business continues to refine the optical technologies Olympus has treasured since its founding. The Imaging Business drives advanced research on electronic imaging technologies. The Medical Business, meanwhile, grows by leveraging the technologies of these two businesses. The technologies developed through these businesses are the greatest strength of Olympus, and it is this strength that enables us to make world-leading products.

## Medical Business

Gastrointestinal endoscope market share (Global):

# 70% No.1

### A technological foundation with a dominating global market share and massive growth potential

Since developing the world's first practical gastrocamera in 1950, Olympus has continued to create world-leading gastrointestinal endoscopes, thereby maintaining a dominating share of the global market. These product development capabilities are supported by the optical technologies and electronic imaging technologies that are born out of microscopes and cameras.

In addition, we are applying the technologies accumulated through gastrointestinal endoscope development to the surgical device field in order to expand the breadth of our product lineup to realize further growth.



Universal upper digestive videoscope (gastrointestinal endoscope)

THUNDERBEAT (integrated with both Advanced Bipolar and Ultrasonic Energy)

QuickClip Pro (Disposable rotatable clip fixing device)



**Medical**  
Driver of profit and growth

## Key Technologies

### Optical Technologies

Optical Measurement Technology /  
Advanced Optical Technology /  
Next-Generation Optical Design Technology

### Electronic Imaging Technologies

Imager Technology / Key Digital Imaging Technology /  
High-Speed Communication Technology /  
System LSI

### Precision Technologies

Precision Control Technology /  
Precision Mounting Technology /  
MEMS Technology / Miniature Devices

### Biological Based Technologies

Live Cell Analysis Technology / Cell Separation,  
Cell Culture, and Evaluation Technology /  
Gene Transfer Technology



## Scientific Solutions

Driver of optical technologies and growth



## Imaging

Driver of optical and imaging technologies

### Scientific Solutions Business

Biological microscope and industrial videoscope market share (Global):

# 40% No.1

Source of the optical technologies that arise from microscopes, which are then adapted to cameras and endoscopes

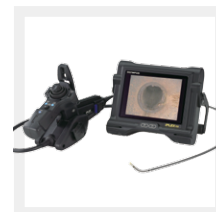
The Scientific Solutions Business encompasses the biological microscope business. Olympus is the global market share leader in this business, which it has conducted since its founding. It is also the source of the optical technologies that represent a core competence. The processing technologies used for the lenses of microscopes, their most crucial component, are also used for making the camera lenses that create pictures with stunning quality and the ultrasmall lenses attached to the tips of thin endoscopes. Truly, these technologies are critical to the mainstay products of all Olympus businesses.



FLUOVIEW FVMPE-RS  
(Multi-photon laser scanning microscope)



OmniScan SX ultrasonic  
phased array flaw detectors



IPLEX series industrial  
videoscope

### Imaging Business

Mirrorless camera market share (Japan):

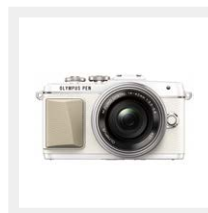
# 25% No.2

Technological driver for creating sophisticated electronic imaging technologies

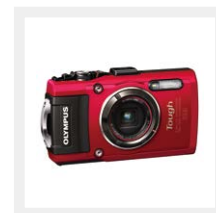
In the camera operations of the Imaging Business, product development cycles are short and competition is fierce due to the presence of numerous rivals. However, this business creates sophisticated electronic imaging technologies that are of great benefit to the other businesses. For example, the digital imaging technologies from digital camera development were used to evolve endoscopes from fiberscopes to videoscopes.



OLYMPUS OM-D E-M5  
Mark II mirrorless camera



OLYMPUS PEN Life E-PL7  
mirrorless camera



OLYMPUS STYLUS TG-4  
tough, compact digital camera