

Innovation History

Olympus was born in 1919 with the purpose of manufacturing microscopes domestically. The Company succeeded in developing the world's first practical gastrocamera roughly 30 years later. From the delivery of its first product up until today, Olympus has continued to be driven by its corporate DNA to create new value for society.

Evolution of Medical Business

Medical Equipment

Development of World's First Practical Gastrocamera

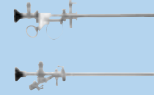
Olympus succeeded in creating a gastrocamera through joint development between the Company's R&D team and a physician in the Department of Gastroenterology of the University of Tokyo. The introduction of fiberscopes made it possible to see directly inside a patient's stomach in real time.

Entry into Surgical Device Business

Predicting that endoscopes would eventually be used in surgery, Olympus acquired German rigid endoscope manufacturer Winter & Ibe GmbH in 1979 and expanded its business into the surgical endoscope field.

2002

Launched VISERA integrated video system and SonoSurg ultrasonic surgical system



2006

Launched VISERA Pro, integrated surgical video endoscope system

1975

Entered medical surgical endoscopy field

Surgical Devices

Gastrointestinal Endoscopes



1950

Developed world's first practical gastrocamera



1964

Introduced GTF fiber gastroscope



1966

Launched Olympus' first biopsy scope and endotherapy devices (biopsy forceps and cytology brushes)



1982

Launched GF-UM1 / EU-M1, world's first ultrasonic endoscopy system



1985

Introduced EVIS-1 endoscopic video system

Scientific Solutions and Imaging Products



1920

Introduced Asahi 600x microscope



1936

Introduced Olympus' first camera, the Semi-Olympus I, marking entry into camera business



1963

Launched the Olympus Pen F, the world's first half-size SLR camera



1968

Launched Company's first industrial-use fiberscope, marking entry into industrial endoscope field



2006

Introduced OmniScan IX non-destructive testing system

From the Founding of Olympus and the Path to Business Modernization

1919–1950s

- 1919** Established as Takachiho Seisakusho to manufacture microscopes in Japan
- 1921** Registered trademark as Olympus
- 1949** Name changed to Olympus Optical Co., Ltd. Company listed on Tokyo Stock Exchange (TSE)

Evolution as an Integrated Optical Manufacturer and Expansion of Overseas Sales Networks

1960s–1980s

- 1964** Established Olympus Europe
- 1968** Established Olympus Corporation of America
- 1979** Established U.S. location in California (currently world's largest endoscope service center)
- 1989** Established Beijing residential office and corporation in Singapore

Diversification of Medical Business

1990s–2010

- 2001** Commenced collaboration with Terumo Corporation
- 2004** Acquired Celon AG
- 2008** Established first training center in China (Shanghai)
Acquired Gyrus Group PLC to strengthen surgical area of Medical Business

Advent of Observation Using Specific Light Spectra

Development of Endoscopic Surgery

New Era of Videoscopes

The development of videoscopes, which feature imaging elements such as CCDs built into their distal tips, contributed to a substantial increase in the accuracy of diagnoses. This increase in accuracy came from the ability to display images on monitors for multiple healthcare professionals to view.

Olympus continued to release innovative products, including HD surgical endoscopes—the world's first surgical energy device to integrate both advanced bipolar and ultrasonic energy—and 3D and 4K surgical endoscopes.

Olympus continued to accelerate the advance of technologies, such as narrow band imaging (NBI) technologies. As a result, endoscopes evolved from being mere observation tools to becoming medical devices capable of treatment and therapy.

2011

Introduced VISERA ELITE integrated surgical video endoscopy system



2012

Introduced THUNDERBEAT, world's first energy device to integrate both advanced bipolar and ultrasonic energy



2013

Launched 3D laparoscopy system and 3D laparoscope with world-first deflectable tip



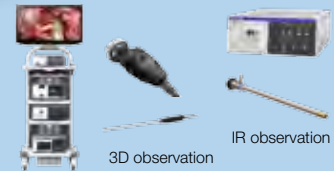
2015

Introduced VISERA 4K UHD surgical endoscopy system incorporating 4K technology



2017

Launched VISERA ELITE II surgical endoscopy system compatible with 3D and infrared (IR) observation functions



2002

Launched EVIS LUCERA, world's first HD endoscopy system



2002

Commercialized world's first IT knife specially designed for ESD



2006

Introduced EVIS EXERA II and EVIS LUCERA SPECTRUM, endoscopic video systems that include NBI technologies



2012

Introduced EVIS EXERA III and EVIS LUCERA ELITE next-generation platform systems for gastrointestinal endoscopy



2016

Commenced sales of colonoscope with 170 degree field of vision and 110 times optical zoom



2016

Launched EZ Shot 3 Plus single-use aspiration needle for Endoscopic Ultrasound-Fine Needle Aspiration (EUS-FNA)



2016

Entered into Japanese gastrointestinal obstruction market with launch of esophagus balloon dilators

2009

Introduced first Olympus mirrorless camera, OLYMPUS PEN E-P1



2013

Launched flagship mirrorless camera OLYMPUS OM-D E-M1



2016

Launched IPLEX NX industrial endoscope featuring the series' top levels of brightness and resolution



2016

Released FV3000 laser scanning confocal microscope that displays life phenomena with exceptional speed and accuracy



2016

Introduced VANTA, the first handheld X-ray fluorescence (XRF) analyzer compliant with IP65 water and dust resistance standards



Transition from Stage of Reconstructing Management to Stage of Sustainable Growth and Development

2011–Present

2011 Deferred recording of past losses discovered

2012 Appointed new management team
Announced medium-term vision (corporate strategic plan)
Formed business and capital alliance with Sony Corporation
Transferred Information & Communication Business

2013 Security on Alert Designation placed on Company stock by TSE removed

Procured capital through public offering in overseas markets (approx. ¥110 billion)
Constructed Company's largest training and service center in China (Guangzhou)

2014 Withdrew from biologics business

2015 Integrated three companies and shifted to matrix style operational structure

2016 Increased production capacity (completed construction of new buildings) at medical endoscope development and production sites (Aizu, Shirakawa, and Aomori)
Announced new medium-term management plan, 16CSP