
Guangdong SIRUI Optical Co., Ltd. (SIRUI) Joins the Micro Four Thirds System Standard Group

Tokyo, Japan, May 28, 2024 – OM Digital Solutions Corporation¹ and Panasonic Entertainment & Communication Co., Ltd.² jointly announced the Micro Four Thirds System standard in 2008 and have since been working together to promote it. We are pleased to announce today that Guangdong SIRUI Optical Co., Ltd. has declared their support for the Micro Four Thirds System standard and will be introducing compliant products to the market. The Micro Four Thirds System is currently supported by 61 companies, including companies focusing on B2B operations.

New products will be added to the Micro Four Thirds lineup in the future with the participation of SIRUI, providing innovative optical lens, lighting equipment, and other products that support shooting for filmmakers. The possibilities unique to an open standard will expand the enjoyment of imaging further.

As the companies responsible for initiating both the Four Thirds System and the Micro Four Thirds System standards, OM Digital Solutions and Panasonic will continue to develop and enhance the product line-up to meet the diverse needs of our customers.



About Guangdong SIRUI Optical Co., Ltd.

SIRUI Optical, the world's leading optical imaging brand, with lens users all over the world, is your best photography companion. SIRUI has a strong supply chain system and is gradually becoming a benchmark brand in the global imaging industry.

Guangdong SIRUI Optical Co., Ltd. website:

<https://store.sirui.com/>

▪ Micro Four Thirds standard

The outlines of the standard can be found on the following website.

<https://www.four-thirds.org/en/>

ABOUT OM DIGITAL SOLUTIONS CORPORATION

OM Digital Solutions Corporation is a leading provider of award-winning digital imaging and audio solutions, noted for its precision optics and groundbreaking technologies.

After being split from Olympus Corporation in 2021, OM Digital Solutions was newly formed to infuse its imaging heritage of over 85 years – including its technologies, products, services, and brand legacy – into a new agile company, unleashing the full potential of its business.

Today, OM Digital Solutions develops best-in-class products that challenge the boundaries of product design and functionality, fulfilling the needs of consumers and professionals alike.

<https://www.om-digitalsolutions.com/en/>

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1 Olympus Imaging Corporation at the time of release in 2008

2 Matsushita Electric Industrial Co., Ltd. at the time of release in 2008