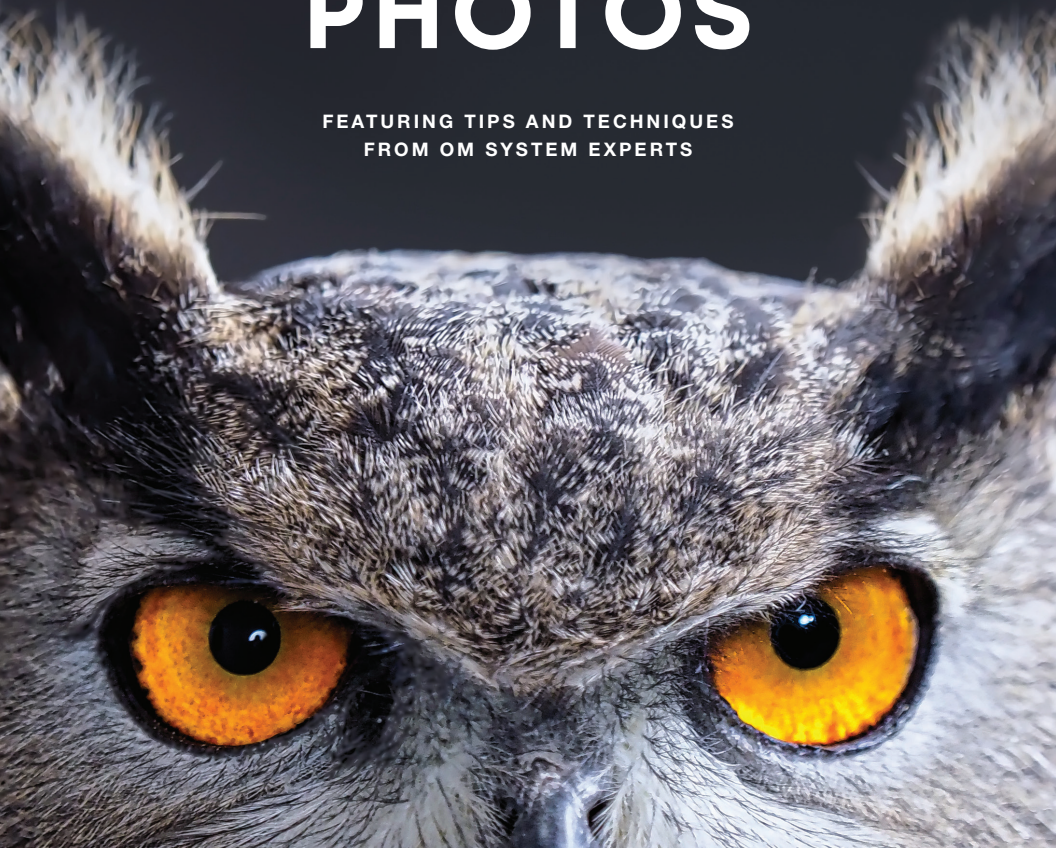
THE OM SYSTEM GUIDE TO SHOOTING

PRETTY DARN SWEET BIRD PHOTOS

FEATURING TIPS AND TECHNIQUES
FROM OM SYSTEM EXPERTS





OM-D E-M1X | M.Zuiko Digital ED 300mm F4.0 IS PRO | F5.6 | 1/4000sec | ISO640

ELEVATE YOUR BIRD PHOTOGRAPHY GAME.

All images shot by Scott Bourne.

You love watching birds. You love photography. And you'll love this handy guide. Whether you're getting started or you've been shooting in the field for years, you'll learn something new. OM SYSTEM exprets will shares tips and techniques and you'll also learn why the OM Series is the ideal camera system for photographing our feathered friends. Enjoy the thrill of getting a perfect bird photo.

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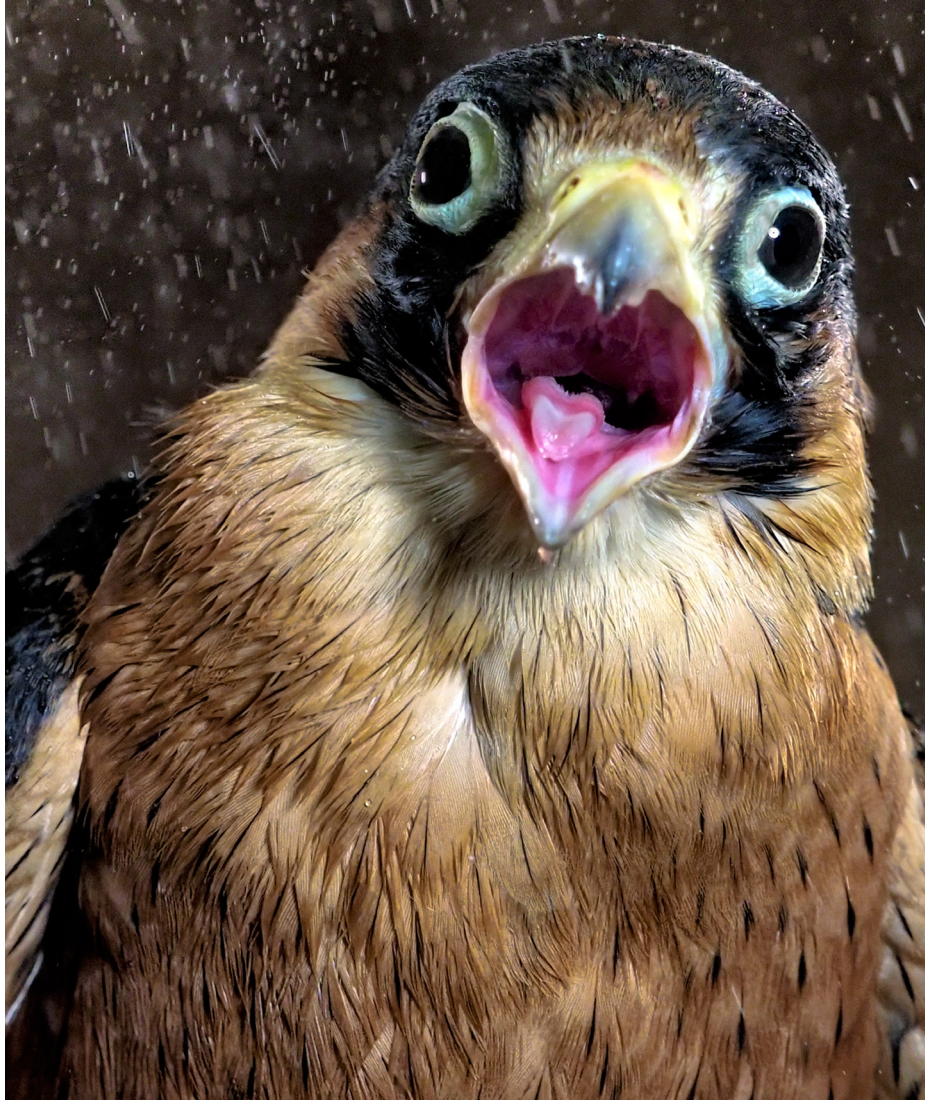
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OM-D E-M1 Mark II | M.Zuiko Digital ED 300mm F4.0 IS PRO with M.Zuiko MC-14 1.4x Teleconverter | F5.6 | 1/1600sec | ISO200



OM-D E-M1X | M.Zuiko Digital ED 40-150mm F2.8 PRO at 85mm | F3.2 | 1/500sec | ISO800

BE WHERE THE BIRDS ARE.

It helps to be an expert bird finder and watcher before becoming a bird photographer. Of course, there's no shortage of avian subjects in the world, but there are a few places you'll have good luck getting up close and personal with a bird.

TOP PLACES TO LOOK FOR BIRDS:

Get started in your own backyard by planting some bird friendly bushes and a feeder.

Set up a portable "blind" in your yard so you can hide yourself while you photograph birds.

Check with local bird rescue centers who care for injured or orphaned birds of prey. It's a great opportunity to get close to birds you don't often see. Just call ahead and let them know what you'd like to do. Most places are accommodating if you agree to follow their rules. A thoughtful gesture would be to let them use some of your shots for promotional purposes.

Go to your local zoo. Many of them exhibit birds in natural habitats that are ideal for backgrounds.

OM-D E-M1 Mark III | M.Zuiko Digital ED 300mm F4.0 IS PRO with M.Zuiko MC-14 1.4x Teleconverter at 420mm | F5.6 | 1/1250sec | ISO400



OUR TOP TEN TIPS WILL INSTANTLY MAKE YOU A BETTER BIRD PHOTOGRAPHER.



OM-D E-M1X | M.Zuiko Digital ED 300mm F4.0 IS PRO at 300mm | F4.0 | 1/2000sec | ISO400

01. Pay attention to the direction of the wind and sun. If they are coming from the same direction, the conditions are perfect for photographing birds in flight.

02. Try and keep the sun at your back. Most published bird photos are lit through the sun or open shade.

03. Shoot birds in flight when the sun is low in the sky. If it's too high, the bird's underside will be in shadow.

04. Sunrise and sunset are ideal times to underexpose the subject and create a striking contrast for a beautiful silhouette.

05. When shooting flocks of birds, you'll get better composition if you wait for them to separate so their wings don't overlap.

06. Photograph birds on a clean, simple background so your subject will stand out better.



OM-D E-M1X | M.Zuiko Digital ED 300mm F4.0 IS PRO at 300mm F8 | 1/800sec | ISO250

07. Know your subject. The more you understand the way birds behave, the better your images will be. It would be wise to always have a pair of high-quality, weathersealed binoculars on-hand at all times. These may be crucial in bird observations.

08. Have patience. Stick with an area, and don't give up. Eventually birds become used to your presence and will approach you.

09. Birds scare easily. Keep yourself low to the ground, and don't move too suddenly.

10. Know your gear. Learn about your camera's features and settings before you're out in the field.





THE PERFECT CAMERA FOR PHOTOGRAPHING BIRDS IS AGILE, QUICK AND LIGHT AS A FEATHER.

Think of an OM SYSTEM camera as a DSLR that went on a diet, lost weight and shrunk a few sizes. OM camera and lens combinations are up to one-third the weight and half the size of a flagship DSLR. For bird photographers the OM Series means not having to be exhausted from lugging around big lenses and a bulky body.

The OM Series is packed with technology to handle the challenges that come with photographing birds. It has an industry leading in-body 5-Axis Image Stabilization system to compensate for camera shake and ensure sharp images in tough shooting conditions. An accurate Dual Autofocus system combined with up to 120 fps sequential shooting makes quick work of photographing birds in flight.

The OM is more than a camera. There's a continually expanding system with lightweight and compact lenses plus accessories. As your interest grows in bird photography — or photography in general — OM SYSTEM is expansive to grow with you.



ALL THE FEATURES YOU NEED TO CAPTURE BIRDS.

(PHOTOGRAPHICALLY SPEAKING, OF COURSE.)

PROTECTS ITSELF FROM BAD WEATHER.

Lousy weather often takes you by surprise. The OM Series has you covered. It's splashproof, dustproof and freezeproof [down to 14°F / -10°C]. There's no need to carry protective gear, so you can focus on keeping an eye on your subject instead of watching out for your camera.

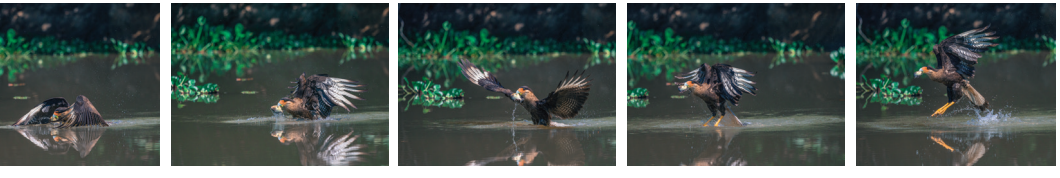


COMPACT WITH SUPERB IMAGE QUALITY.

Do you really want to walk through woods, mountain trails, or a park looking for birds while carrying big lenses and a bulky camera? Let the OM Series set you free. It has a compact body and small, lightweight lenses with the performance of pro DSLR systems. You'll have greater freedom of movement, and that just means better bird photos.

KEEP UP WITH FAST-FLYING BIRDS.

The speed of the OM-1 blows away most DSLRs. You can capture an astounding 120 frames per second (fps) with S-AF and 50 fps with C-AF using the silent electronic shutter. With the mechanical shutter, you can achieve speeds of 10fps with S-AF and 10 fps with C-AF. All ideal for rapid fire shooting when you need it. You are also able to effortlessly change the autofocus point during sequential shooting by simply moving the 8 direction multi-selector.



For technical representation only. Not shot by Scott Bourne.

NEVER MISS A SHOT.

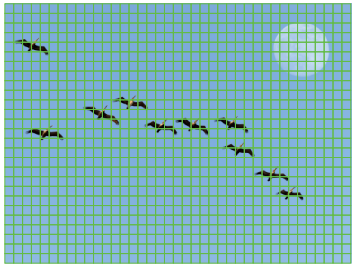
Let's say you're watching a bird about to spread its wings and take off. Our Pro Capture feature helps you get the exact shot. Press the shutter button halfway to start taking and buffering a running series of images in RAW or JPEG. Once you see the precise moment you want to capture, press the shutter button to get that image, plus the previous 70 frames.

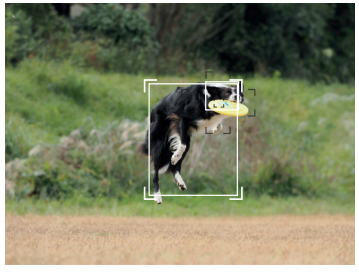
TECHNOLOGY HAS REPLACED THE TRIPOD.

Leave your tripod behind, and let our in-body 5-Axis Image Stabilization help you take sharp photos. This industry leading system adjusts for all types of camera movement by providing up to 8.0 shutter speed steps of compensation. It's ideal for capturing sharp photos in low light settings and taking handheld telephoto shots. You'll have the freedom to react quickly to fast-moving subjects.

PRECISE AUTOFOCUSING.

Photographing a bird in flight takes an incredibly responsive, blazing fast autofocus system. That's why the OM-1 has 1,053 point all Cross Quad Pixel AF for high-precision focusing. Every point is cross-type, enabling detection of vertical and horizontal lines for unmatched accuracy. It's advanced autofocusing technology that ensures you'll capture it all, anytime, anywhere.











OM-D E-M1 Mark II | M.Zuiko Digital ED 40-150mm F2.8 PRO at 90mm | F6.7 | 1/1500sec | ISO400

GET YOUR BIRD PHOTOS FLYING AROUND THE INTERNET.

The OM Series features built-in Wi-Fi so you can wirelessly transfer your bird photos to your smartphone or tablet. From there, your photos can be uploaded to your favorite social media site in a minute or two. All you need is our free OM SYSTEM Image Share App for your smart device. Let's get started.

01. Download and install OI.Share app.

02. Tap the Wi-Fi icon on the camera's screen to display the camera's QR code.

03. Launch OI.Share on your smartphone. Open the tab at the bottom of the Home screen and tap "Easy Setup" to scan the QR code on your camera's screen.

04. Install Wi-Fi configuration profile. When installation is finished, tap "Complete."

05. When the camera is connected, the icon on the tab at the bottom of the app's Home screen will read "on."

Now that your smartphone and camera are synced, you can start sending images to your phone, then to your friends and followers.

NOTE: In the case of iOS, if your smartphone is connected to a home Wi-Fi router or other access point, it will not automatically connect to the camera via Wi-Fi, and the setup won't complete. Open your Wi-Fi settings in your phone and manually select your camera as the connection source.

M.ZUIKO PRO



01.



02.



03.



04.

LENSES CAPABLE OF TAKING YOUR BIRD PHOTOGRAPHY TO NEW HEIGHTS.

Great lenses will help you succeed no matter what you're shooting. That's the idea behind our M.Zuiko PRO line. They're considerably smaller and lighter than traditional DSLR lenses, but deliver superior imaging power. They feature precision cut glass and bright, fast apertures that give you superior image quality. All of them have built-in, worry-free weathersealing. It's the reason Scott Bourne carries them, and it's why you should too.

Here are some lenses to capture bird photos you'll be proud to show off.

01. *M.ZUIKO DIGITAL ED 150-400MM F4.5 TC1.25X IS PRO (300-1000MM).*

The M.Zuiko 150-400mm IS PRO delivers unrivaled portability, imaging power, and all-weather performance. At only 1875 g/4.1 pounds, you can easily hold the 35mm-equivalent 1000mm reach for unprecedented mobility. Powerful image stabilization enables sharp telephoto images, all handheld.

02. *M.ZUIKO DIGITAL ED 300mm F4.0 IS PRO (600mm).*

Get all the imaging power of a big, heavy super telephoto lens in a compact size. This lens is ideal for extending telephoto reach and features superior close-focusing capability. Just imagine capturing all the detail and color of a bird's eye from a distance.

03. *M.ZUIKO DIGITAL ED 40-150mm F2.8 PRO (80-300mm).*

This lens is ideal for a wide range of bird photography, including portraits and flight shots. A fast, constant F2.8 aperture helps you capture crisp images in low light conditions. Whisper quiet operation is perfect for use in the field.

04. *M.ZUIKO DIGITAL 1.4X TELECONVERTER MC-14.*

When paired with our 300mm F4.0 IS PRO lens, you'll have the range of a super-long, super-heavy, incredibly expensive 840mm lens but in an easy-to-handle size. It's all the imaging power you need to shoot birds in spectacular detail from great distances. The MC-14 can also be used with the 40-150mm F2.8 PRO lens.





GET CLOSE TO BIRDS WITHOUT ACTUALLY GETTING CLOSE TO BIRDS.

You need to see birds without scaring them. That's why you often have to keep a distance. These professional OM SYSTEM binoculars help you find the birds you want to photograph. They're designed for comfort — from the slim, ergonomic design to an easy-to-reach center-focus knob. Roof prisms provide brightness and sharpness across the image. They're filled with nitrogen to prevent fogging and condensation, while waterproof construction lets you use them in all weather conditions. These binoculars are the ultimate photo companion.



8 X 42 PRO

Provides excellent 8x magnification.



10 X 42 PRO

Provides powerful 10x magnification.

Both binocular models feature:

- Dielectric coated high index BaK-4 roof prisms for crisp edge-to-edge sharpness.
- Cutting-edge ZERO anti-reflection coating technology reduce glare & reflection.
- Special oil repellent surface coating of the lens elements ensures a clear field of view.
- Ultra-close minimum focusing distance of 1.5m.
- Wide angle of view.
- Hermetically sealed waterproof design with non-slip rubberized coating.
- Sleek, modern design with integrated fold-down lens caps.


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