



FOR IMMEDIATE RELEASE

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AOI will unveil the latest range of AOI products designed to leverage the RC Flash Mode for OM Systems and Olympus cameras at ADEX, 2023

In an unprecedented move, AOI has produced an entire eco-system of products that will enable users of OM Systems cameras or Olympus cameras to fully capitalize on the Olympus Wireless RC Flash System or commonly referred to as RC Flash mode.

The highly successful and award-winning AOI UCS-Q1 was the first to receive the upgrade to make it compatible with the RC Flash mode, known as AOI UCS-Q1RC. It was launched last year in Japan and the response was overwhelming. The calls for it to be made available worldwide have been answered with Taiwan being the first market to receive delivery of the UCS-Q1RC.

Subsequently, the new housings introduced; the UH-OM1 and UH-EM1iii were launched with the RC Flash mode compatibility built-in. Recognizing the potential and demand from the market, AOI will unveil 2 more housings that at ADEX, 2023. The new housings are for the OM-D E-M10 Mark IV and OM-5.

The UH-EM10iv adopts the design language prominently featured in the UH-OM1 and UH-EM1iii and at the same time, maintains an attractive price point. The housing features a built-in LED Flash Trigger that is RC Flash mode compatible, a built-in Vacuum Analyzation and Wet Detection System (VWS) and a flat port is included in the box. The housing is ready to use from the get-go.

For OM-5, the housing comes with a new colour – Smokey Grey and included as a standard accessory for the UH-OM5 is the AOI STR-05, the LED Optical Strobe Trigger that is RC Flash mode compatible.

Last but not least, the UH-EPL10R underwater housing for the PEN E-PL9 and PEN E-PL10 received the RC Flash mode upgrade without any change to the pricing.



In short, the current range of OM Systems and Olympus cameras will be able to capitalize on the RC feature when used with the corresponding AOI housing and strobe/s with RC Flash compatibility, for example, AOI UCS-Q1RC or the Backscatter MF-2.

But what is the fuss with the RC Flash mode and why is AOI committed to it?

The most compelling reason is probably the RC-TTL, it has been highly rated by our testers and users, and they've hailed it as "the real TTL". It has challenged the existing paradigm of underwater lighting by making TTL a compelling option unlike before.

For example, when used on the Olympus Tough TG-6, simply set the flash to RC Flash mode. The UCS-Q1RC will determine the optimal strobe output to deliver perfectly exposed images with extraordinarily accurate colour reproduction. To further ensure accurate colour and exposure, users can engage two different modes on the strobe for even greater accuracy. One for general, wider shots and the other for macro shots, when the strobe or camera needs to be closer. Enabling the photographer to concentrate on more important aspects such as composition or the idea of the shot.

The other game changer is the use of high-speed shutter in underwater photography. Currently, underwater photographers are usually limited to shutter speeds of around 1/250. The AOI housings with RC Flash mode means it can take advantage of the Olympus Super FP flash mode, which is a special flash mode which allows shutter speeds to be used faster than the x-sync capability of the camera-flash system. Our testers have used shutter speeds as high as 1/8000 on the OM-1 to capture fast-moving subjects or to expand their creative repertoire.

If you want to explore or try these items, AOI will be at ADEX, 2023, booth F21. The show will be held from April 30 – May 2, 2023, at the Marina Bay Sands Convention Center. Alternatively, you make contact your local AOI distributor/dealer/retailer for more information.



About the company

AOI LIMITED was founded in 1994 in Hong Kong by a team of experienced managers and engineering professionals. It started with the manufacturing of compact film cameras and then progressed to single-use cameras, single-use underwater cameras, and underwater digital camera housings. After years of intense product development and manufacturing excellence, AOI advanced as a manufacturer of professional OEM/ODM underwater camera housings and underwater electronic products.

Driven by the desire to offer a holistic and complete range of underwater imaging products, AOI decided to create products under its own brand name. In 2014, it all started with "Underwater Optics", as AOI began to develop a series of Underwater Conversion Lenses and Lens Port Systems for underwater housings and market them under the AOI brand name. Since then, the brand's reputation has grown to unimaginable heights.

The in-house vertical integrated structure from product development to after-sales services ensures full control of the products' QUALITY, DELIVERY, and COMPETITIVE PRICE.

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