**OLYMPUS AND VIMEO BRAND STUDIO DEVELOP ORIGINAL FILM SERIES “POINT OF VIEW”**

*Vimeo ‘Staff Picked’ Filmmakers Create Three Original Short Films for the Series*

**NEW YORK, JANUARY 26, 2016** – Today the Vimeo Brand Studio, Vimeo’s in-house studio for creating premium content for brands, and Olympus premiered “Point of View,” a new short film series featuring three films from world-renowned Vimeo Staff Picked filmmakers. The series explores the beauty and complexity of the different worlds that surround us all. The filmmakers, using an Olympus [OM-D E-M5 Mark II](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.getolympus.com_us_en_digitalcameras_omd_e-2Dm5-2Dmark-2Dii.html&d=CwMFaQ&c=r30hyXAdWe8oret4PlAIyA&r=X0DyfXwNpacanYsoqIWxJqWXihbyMFViY7EbUwf0sfQ&m=47zfgrg2khwH9hN5PnIWneepikcVWE_uCBQ70GEIJW8&s=41bESKRO2kIeBS--bUgQrSJx3MVS40rVt1Tv1UwgUiI&e=)® camera, all take different cinematic approaches to their pieces, which in turn, viscerally brings viewers into a new, exciting world to explore with each short. The three titles will be premiering on January 26th at [Vimeo.com/Channels/PointOfView](http://www.vimeo.com/channels/pointofview).

“Vimeo’s deep relationship with the filmmaking community gives the brands we partner with via the Vimeo Brand Studio unprecedented access to up and coming filmmakers who approach content in unique ways and typically do not do work for advertisers,” said Richard Bloom, VP, Global Business Development & Brand Partnerships, Vimeo. “Collaborating with Olympus allowed us to tap into this creator pool and bring their passions to life in the ‘Point of View’ series.”

“Through our partnership with Vimeo, we were able to approach a product focused campaign in a very different manner.  By providing an Olympus OM-D camera as well as lenses to the Vimeo directors, we could showcase the OM-D’s power through the output of the camera rather than listing each individual product feature for the consumer,” said Stephanie Sherry, Director, Marketing Communications, Olympus America Inc.  “We’re very happy with the caliber and diversity of the three videos – they all share the common theme of exploring the world around us experienced from a first person point of view, and together they illustrate the quality results produced with the Olympus OM-D camera.”

The “Point of View” series features three different filmmakers who are all taking a cinematic approach that allows the camera to follow a subject, giving the viewer the ability to experience people, places and emotions laid out by each film. By working with different Vimeo Staff Picked filmmakers, there are also very distinct points of view for the series.

The filmmakers selected for the series have been collectively ‘Staff Picked’ and include:

* [**Whitelist.**](https://vimeo.com/user39806775) – Whitelist. is a full service content studio innovating the collaboration between storytellers, brands and artists. Our collective consists of the top creative minds that strive to push the boundaries on creativity by fostering an environment of fresh, unique and exploratory filmmaking.
* [**Paul Trillo**](https://vimeo.com/paultrillo) – Paul Trillo is a New York-based director who challenges both curiosity and illusion. "[Paul] is a short filmmaker whose films combine experimentation with wonderful composition and technicality, concrete story with abstract implementation." - *Proxart Magazine*. Paul’s constant pursuit to develop and play with new techniques has led to the creation of a strikingly fresh body of work. His diverse interest in technology, comedy, and design permeates each and every film. Trillo has been named as one of D&AD’s Next Directors and has recently won “The One Show’s One To Watch” and “30 Under 30 Film Festival’s Director to Watch” awards.
* [**Poppy de Villeneuve**](https://vimeo.com/user5446768)– Poppy de Villeneuve is a director, producer and photographer. Clients include The NY Times, Nike, Benetton, NFL, Rayban, Enterprise and Hyatt. A huge part of her work is to create honest stories, mining individuals’ experiences for both struggles and achievements that guide and inspire the audience.

**ABOUT OLYMPUS AMERICA INC.**
Olympus America Inc. is a leading provider of digital imaging and audio technology solutions, noted for its precision optics and groundbreaking technologies.

For more than 90 years, Olympus has innovated and developed best-in-class products that expand the boundaries of product design and functionality, empowering consumers and professionals alike to capture their stories. These include:

* [Digital Compact Cameras](http://www.olympusamerica.com/cpg_section/cpg_digital.asp)
* [Professional and Consumer Mirrorless Cameras](http://www.getolympus.com/us/en/digitalcameras.html?cat=9)
* [Related Underwater Products and Accessories](http://www.olympusamerica.com/cpg_section/cpg_underwater.asp)
* [Digital Audio Recorders](http://www.olympusamerica.com/cpg_section/cpg_voicerecorders.asp)
* [Binoculars](http://www.olympusamerica.com/cpg_section/cpg_binoculars.asp)
* [Accessories](http://www.getolympus.com/us/en/camera_accessories/?icn=topnav&ici=accessoriesnav_camera-accessories-link)

For more information about Olympus and our award-winning products, please visit [getolympus.com](http://getolympus.com) or connect with us and other fans like you through our social and photographic communities: @getolympus [Facebook](https://www.facebook.com/getolympus), [Twitter](https://mobile.twitter.com/getolympus), [Tumblr](http://captureolympus.tumblr.com/), [YouTube](http://www.youtube.com/getolympus), [Pinterest](https://www.pinterest.com/getolympus/), [Instagram](http://instagram.com/getolympus) and [Flickr](http://www.flickr.com/groups/getolympus).

**About Vimeo**

Vimeo’s mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world’s leading video creators and the hundreds of millions of viewers who love them.

Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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