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VIDEO: 50 years of the Olympus PEN

Stop-motion photography working its magic

by Stuart Miles published on 7 July 2009

The new Olympus Pen E-P1 micro four thirds camera has only just made it into the shops in the UK, but that hasn't stopped Olympus releasing this video celebrating 50 years of the PEN brand.

What's so special about it? Well it's made with thousands of still photographs stitched together telling the story on a man's life over the last 50 years.

We aren't 100% sure about the folksy soundtrack that is supposed to make us feel all gooey inside, however we do like the bit with the scuba diving and the balloon and parachute.

Marketing, but clever nonetheless.

