



# COOLPIX. incredible digital

## Digital Camera Specification

<b>Effective pixels:</b>	14.5 million
<b>Lens:</b>	3.6x Zoom-NIKKOR; 6.0-21.6mm (35mm [135] format picture angle: 28-101mm); f/2.8-5.6; 7 elements in 6 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 404mm)
<b>Focus range:</b> (from lenses)	50cm (1 ft. 7.7 in.) to infinity (∞) at wide-angle, 80cm (2 ft. 7.5 in.) to infinity (∞) at telescopic, Macro close-up mode: 10cm (4 in.) to infinity (∞)
<b>Monitor:</b>	3.0-in., approx. 230k-dot, wide-viewing angle TFT LCD with anti-reflection coating
<b>Storage media:</b>	Internal memory (approx. 42 MB), SD memory cards <sup>1</sup>
<b>ISO sensitivity:</b>	ISO 80, 100, 200, 400, 800, 1600, 3200, 6400 <sup>2</sup> , 12,800 <sup>2</sup> Auto (auto gain ISO 100-1600), High sensitivity Auto (ISO 100-3200)
<b>Power sources:</b>	Rechargeable Li-ion Battery EN-EL12 (supplied), AC Adapter EH-62 (optional)
<b>Battery life<sup>3</sup>:</b>	Approx. 250 shots with EN-EL12 battery
<b>Dimensions:</b> (WxHxD)	Approx. 92.5 x 57.5 x 24 mm (3.6 x 2.3 x 1.0 in.) excluding projections
<b>Weight:</b>	Approx. 155 g (5.5 oz.) without battery and SD memory card

<sup>1</sup> Not compatible with Multi Media Cards (MMC)  
<sup>2</sup> Setting is available only for image sizes of 3M (2048 x 1536) or smaller.  
<sup>3</sup> Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (73°F); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal.

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**FREE** photo storage and sharing



At the heart of the *image*™

# COOLPIX S710



## Nikon COOLPIX S710

- 14.5**  
Effective  
Megapixels
- 3.6X**  
Wide-Angle  
Optical  
Zoom-NIKKOR  
Glass Lens
- 3.0"**  
Huge,  
Bright LCD  
Screen
- VR**  
Optical  
Image  
Stabilization
- 12,800<sup>\*2</sup>**  
ISO  
Capability



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CDP-S710-01-08/08 / 08-263

**COOLPIX STYLE**  
brilliance made beautiful



**Nikon**  
**COOLPIX S710**

**Key Features**

- **14.5 megapixels** for stunning prints as large as 16 x 20 inches
- **3.6x Optical wide-angle Zoom-NIKKOR Glass Lens** provides exceptional pictures from wide-angle to telephoto
- **Optical VR image stabilization**
- **Huge, bright 3.0-inch LCD**
- **World's most compact design\*1**
- **ISO 12,800\*2 capability**
- **Exposure modes P/S/A/M**
- **Scene Auto Selector**
- **Smile Mode**
- **Motion Detection**
- **Nikon In-Camera Innovations**
- **In-Camera Red-Eye Fix™** automatically fixes most instances of red-eye in the camera. You may never see red-eye again
- **Improved Face-Priority AF** Nikon's face-finding technology that automatically focuses on up to 12 faces faster than ever
- **Face Zoom-in** – zooms right in on the subject's face during playback for images shot with Face-priority AF
- **D-Lighting** rescues dark or backlit images by improving brightness and detail where needed

**Pure imaging power with plenty of range**

14.5 megapixels of sharp resolution let you capture the finest details, crop creatively and produce beautiful enlargements. The COOLPIX S710's advanced image-processing engine optimizes performance and color reproduction. And the quality optics of its 28-101mm Zoom-NIKKOR lens (35mm format equivalent) deliver a focal range from wide angle through medium telephoto for greater compositional freedom.

**Optical VR image stabilization**



Nikon's optical VR image stabilization compensates for camera shake to produce clearer, sharper results in lower light or unsteady conditions. Active full time, VR's stabilizing effects also aid in smooth, easy framing and shooting.



**ISO 12,800 capability\*2**



Light sensitivity range up to ISO 12,800 (3MP or smaller image size) creates new opportunities to take sharper, more natural-looking photos in lower light conditions, or to capture fast-moving subjects with outstanding clarity.



**Advanced shooting modes**

Quick access to a choice of Programmed Auto, Shutter-priority Auto, Aperture-priority Auto, and Manual exposure modes offers greater creative freedom. The COOLPIX S710's new Smart Scene Selector Mode provides carefree shooting in a variety of scenes by recognizing the setting and automatically selecting the appropriate scene mode. And Smile Mode and Blink Warning both help to faithfully record precious smiles in the brief instants they appear.

**High response**

All functions are optimized for immediate response, freeing you to capture special moments as you experience them. The COOLPIX S710 powers within 1.0 seconds (CIPA standard), the shutter releases quickly, and auto focus locks onto your subject with remarkable speed.

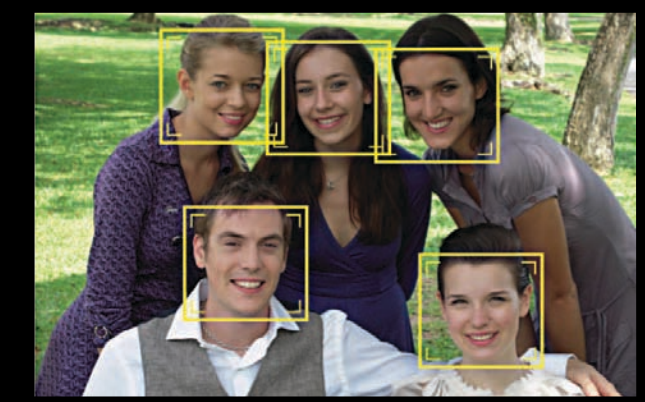
**In-Camera Premium Features!**



**In-Camera Red-Eye Fix™**  
This in-camera feature automatically fixes most typical occurrences of red-eye.



**D-Lighting**  
Compensates for underexposed images or insufficient flash by automatically adding light and detail to selected shots where needed, without affecting properly exposed areas.



**Face-Priority AF**  
Automatically finds and focuses on up to 12 faces to ensure superb portraits with clear, crisp focus.



**digital power play**  
head of its class in quality, control and performance

\*1 Among 14 megapixel digital cameras equipped with optical vibration reduction as of July 2, 2008 (according to research conducted by Nikon Corporation)  
\*2 ISO 6400 and 12,800 are available only for image sizes of 3M (2048 x 1536) or smaller.