



At the heart of the image™

COOLPIX® S640

Sleek, fast and fully loaded
Get the speed. Get the shot



12.2
Effective
Megapixels

5X
Wide-Angle
Zoom-NIKKOR
Glass Lens

2.7"
Incredible,
Bright,
Clear Color
Display
LCD Screen

6400
ISO Capability
at Full
Resolution

VR
4-way Image
Stabilization
System



Calm Black



Velour Red



Precious Pink



Pearl White

COOLPIX® STYLE
brilliance made beautiful

COOLPIX S640



Key Features

- **12.2 Megapixels** for stunning prints as large as 16 x 20 inches
- **Fastest* Start-up Time 0.7 Seconds**, with extremely fast autofocus and quick shooting
- **5x wide-angle Zoom-NIKKOR Glass Lens** has a versatile zoom range that gets you close to the action while still capturing expansive landscapes
- **4-way VR Image Stabilization System** minimizes the effect of camera shake for sharper, clearer pictures
- **2.7-inch Incredible, Bright Clear Color Display LCD** screen makes it easy to compose and share your pictures with an anti-glare coating and brightness adjustment
- **Sleek, Slim, Metal Design** less than one inch thick, slips easily into a shirt pocket or purse!
- **Scene Auto Selector** automatically recognizes the scene in your picture and adjusts the camera setting
- **Subject Tracking** will track a moving subject to ensure sharp focus. The camera will automatically track your subject – even if they temporarily move out of the frame
- **Smart Portrait System** helps create beautiful portraits, includes an all new Skin Softening feature, Smile Shutter and Blink Warning, In-Camera Red-Eye Fix™, Face-Priority AF and D-Lighting
- **Quick Retouch** adjusts contrast and color vividness automatically, also automatically activates D-Lighting
- **16 Scene Modes**
- **Record Movies** at 640 x 480 resolution at 30 fps
- **Macro Shooting** as close as 0.8 inches

Digital Camera Specifications

Dimensions	Approx. 3.6 x 2.2 x 0.8 in.
(WxHxD):	91 x 55 x 20.5 mm excluding projections
Weight:	Approx. 3.9oz. (110g) without battery and SD/SDHC memory card

* Among compact cameras equipped with 5x zoom lens and optical vibration reduction as of August 4, 2009 (according to research conducted by Nikon Corporation).

Sample photos for illustrative purposes

Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. August 2009

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The **COOLPIX S640** ultra-fast autofocus helps you capture once-in-a-lifetime expressions with just the right timing. Tie these features together with the fastest start-up time* of only 0.7 seconds, and you have a powerful photographic tool that lets you beautifully preserve life's fleeting moments.

EXPEED™

Nikon's smarter approach to digital imaging technology. From image capture to processing, Nikon's comprehensive EXPEED digital imaging concept encompasses the entire picture-taking operation. EXPEED is much more than a processing engine; it is a revolution in digital photography.

4-way VR Image Stabilization System minimizes the effects of camera shake for sharper results



VR Image Stabilization

- Nikon's **Optical VR image stabilization** compensates for the effects of camera shake.



Motion Detection

- **Motion Detection** automatically detects a moving subject and adjusts shutter speed and the ISO setting to compensate for camera shake and subject movement.



High ISO Sensitivity

- **High ISO up to 6400** at full resolution helps give you sharper results when shooting in low light or capturing fast-moving subjects.

- Nikon's original **Best Shot Selector (BSS)** automatically takes up to 10 shots while the shutter is pressed and saves the sharpest image.

Smart Portrait System includes:



Smart Portrait System

- **NEW Skin Softening** smoothes skin tones at three different levels for optimal portraits
- **Smile Shutter and Blink Warning** makes sure you'll always catch the decisive moment when your subject smiles and Blink Proof function shoots two pictures and automatically saves the one in which the subject's eyes remain open. Blink Warning, when activated alerts you that the subject may have blinked and allows you to retake the photo
- **In-Camera Red-Eye Fix™** automatically fixes, while shooting, most instances of red-eye in the camera. You may never see red-eye again
- **Face-Priority AF** Nikon's face-finding technology that automatically focuses on up to 12 faces
- **D-Lighting** rescues dark or backlit images by improving brightness and detail where needed

Clear Images with natural color

Placing priority on image quality, the COOLPIX S640 features a custom-optimized auto white balance system based on Nikon D-SLR technologies to produce beautiful pictures that benefit from more natural color adjustments.

New Clear Color Display

Nikon's innovative Clear Color Display technology greatly reduces reflection and improves visibility when using the COOLPIX S640's new 2.7-inch LCD monitor, even outdoors in the sun. Clearer, more vivid image preview and playback makes photography more fun, wherever the action takes you. The display also features an ultra-wide viewing angle for better viewing.

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COOLPIX® incredible digital