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IGNITE THE ARTIST WITHIN: CAPTURE CREATIVELY, SHARE EASILY WITH THE NEW NIKON D5600

The Nikon D5600 is a Compact Creative Companion that Delivers Stunning Clarity, Impressive Performance and the Ability to Share via Nikon SnapBridge

LAS VEGAS, NV (January 4, 2017) -- Today, Nikon Inc. announced the U.S. availability of the compact and lightweight Nikon D5600, a connected DSLR camera for those ready to step up their photography and unleash their inner artist by creating captivating images that deserve to be shared. The 24.2-megapixel D5600 features Nikon SnapBridge¹, which allows users to easily and automatically transfer images directly from their camera to a compatible smart device, making it simple to share amazing images with friends and family.

“The Nikon D5600 is the latest camera in Nikon’s popular D5000 series -- a camera line that represents a stepping stone for photographers who want to further explore their creative boundaries,” said Kosuke Kawaura, Director of Marketing and Planning, Nikon Inc. “Now with Nikon SnapBridge, users can easily upload and share images with their friends and family, showcasing what and who they love. With the introduction of Nikon’s D5600, Nikon demonstrates our commitment to providing an attainable and highly capable camera option for photographers of all skill levels.”

The Nikon D5600 offers users the creativity and performance benefits of DSLR photography, including amazing image quality, the ability to isolate foreground from background, full manual controls, incredible low-light performance and a class-leading autofocus (AF) system. For those looking to travel the world or capture their child’s birthday party, the Nikon D5600 offers a full suite of creative effects, robust features and controls, a touchscreen Vari-angle LCD monitor and enhanced video features.

- **Seamless Connectivity Through Nikon SnapBridge:** Nikon SnapBridge makes it easier than ever to share photos wirelessly through Bluetooth® Low Energy (BLE) technology². By establishing a constant connection between the Nikon D5600 and a compatible smart device, images can be sent from the camera automatically, ready to share. SnapBridge also makes it possible to seamlessly upload images to the cloud (Nikon Image Space) via compatible smart device. Additionally, SnapBridge connectivity allow users to shoot remotely or easily transfer movies to a compatible smart device by leveraging the camera’s built-in Wi-Fi³ connectivity.
- **Performance that Keeps Pace with Creativity:** The 24.2-megapixel high-resolution CMOS sensor helps deliver excellent image quality and sharp images with color and clarity that blow away images

taken with a mobile device, while the EXPEED 4 image processor offers powerful performance and prolongs battery life. Continuous shooting at 5 frames-per-second (fps) and a 39-point autofocus system helps capture fleeting moments and fast moving subjects with ease. The Nikon D5600 is a great companion for those looking to capture and share life's special moments, especially when combined with the distinct perspective of NIKKOR lenses.

- **Amazing Low-Light Performance:** The Nikon D5600 also provides users the capability to shoot in challenging light with an expanded wide 100-25,600 ISO range. The ability to use higher shutter speeds with minimal illumination gives users the tools to capture brighter, sharper images.
- **Creative Features:** From down to a child's perspective to a shot above a crowd, it's easy to compose from any angle with the 3.2-inch 1.037k-dot touchscreen Vari-angle LCD. Various in-camera shooting and special effects modes, manual controls and a new time-lapse mode allow users to take creativity to a new level and help capture a special moment with ease.

Price and Availability

The Nikon D5600 will be available in the U.S. in January 2017 for the suggested retail price (SRP)* of \$799.95 with the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR lens. It will also be available in a two-lens kit option, including the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED lenses, for \$1,149.95 SRP*. Additionally, the Nikon D5600 will be sold as a body only for \$699.95 SRP* or with a AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR lens for \$1,199.95 SRP*. For more information on the Nikon D5600 as well as the latest Nikon products, please visit www.nikonusa.com.

Nikon 100 Year Anniversary

Since the company was established in 1917, Nikon has cultivated its status as a pioneer of optical technologies around the world. Guided by a corporate philosophy of "Trustworthiness and Creativity," Nikon provides a wide range of products and services globally by harnessing advanced opto-electronics and precision technologies. Nikon is proud to celebrate our 100th anniversary in 2017.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; the Nikon DL series of premium compacts and COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the Nikon 1 compact interchangeable lens camera system and KeyMission line of action cameras. Nikon Corporation, the parent company of Nikon Inc., recently announced the production of 100 million NIKKOR lenses in 2016, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit www.nikonusa.com, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on [Facebook](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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¹The SnapBridge app is available for compatible iPhone®, iPad® and/or iPod touch®, and for smart devices running the Android™ operating system. The app can be downloaded free of charge from Apple's App Store® and GooglePlay™. SnapBridge can be used only with compatible cameras.

²The camera's built-in Bluetooth® capability can only be used to connect the camera to a compatible smart device running the SnapBridge app, and to take advantage of SnapBridge features.

³This camera's built-in Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The Nikon SnapBridge application must be installed on the device before it can be used with this camera.

- **Using the SnapBridge App System Requirements:**

- Android 5.0 or later or 6.0.1 or later
- A device with Bluetooth 4.0 or later (i.e., a device that supports Bluetooth Smart Ready/Low Energy) is required.

*SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Nikon Corporation is under license.

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