



FOR IMMEDIATE RELEASE

Press Contacts: MWW

Geoff Coalter E: gcoalter@mww.com

Alex Kruse E: akruse@mww.com

P: 201.507.9500

press.nikonusa.com

AN EVERYDAY LENS THAT'S ANYTHING BUT ORDINARY: THE AF-S DX NIKKOR 16-80MM F/2.8-4E ED VR LENS OFFERS ADVANCED PHOTOGRAPHERS POWERFUL VERSATILITY

MELVILLE, NY (July 2, 2015) -- Today, Nikon Inc. announced the new AF-S DX NIKKOR 16-80mm f/2.8-4E ED VR lens – an amazingly versatile DX-format lens that is well suited for advanced and enthusiast photographers. The NIKKOR 16-80mm features a combination of the best Nikon lens technologies, some never before seen in a Nikon DX-format lens, including Nikon's legendary Nano Crystal Coat. The resulting lens gives a wide variety of photographers an all-purpose optic to help take their photography further and tell their story with clarity and precision.

"The NIKKOR 16-80mm f/2.8-4 is a very exciting addition to the NIKKOR DX-format lens lineup, and a new milestone in the NIKKOR legacy – it combines the most advanced optical technologies with an extremely useful focal range to capture photos and HD video," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "This new lens is a great companion for Nikon's high-performance, lightweight series of DX-format DSLR cameras."

DX-Format Versatility

Make no mistake, the new AF-S DX NIKKOR 16-80mm f/2.8-4E ED VR is premium glass for those who desire a fast and highly capable wide-angle zoom lens. The lens features a popular, wide 24-120mm (FX-format equivalent) focal range, which makes it ideally suited for a variety of shooting disciplines. From wide-angle landscapes, tight portraits or for those looking for an all-in-one tool for travel, this lens does it all. The large f/2.8 - f/4 aperture lets photographers shoot in challenging light with ease, with the creative flexibility afforded by a shallow depth-of-field. Whether photographing friends' faces or a festive plate full of local flavor, the 16-80mm's fast aperture lets users blur the background to create that dramatic separation between subject and background that emphasizes and flatters a subject. For creative close-ups of everything from passion-projects to flowers, the lens has a very useful minimum focusing distance of merely 1.2 feet throughout the entire 5x zoom range.

To further enhance its low-light capability, the new NIKKOR 16-80mm f/2.8-4 lens also features Nikon's Vibration Reduction (VR) image stabilization technology, which provides up to 4 stops of image stabilization*, helping to create sharp images while shooting handheld or in challenging light. As an added benefit to landscape and wildlife photographers, this lens features VR with automatic tripod detection, to counteract vibration when mounted on a tripod.

Latest Optical Technologies

The new AF-S DX NIKKOR 16-80mm F/2.8-4E ED VR boasts some of the best optical innovations from Nikon, and is the first Nikon DX-format lens to wear the gold "N" emblem, to indicate the presence of

Nikon's exclusive Nano Crystal Coat. This advanced optical coating significantly reduces instances of ghosting and flare for the highest quality images. The front and rear elements also integrate a fluorine coating to make it easier to remove dirt, moisture and smudges from the lens surface. This is also the first Nikon DX lens to feature an electromagnetic diaphragm; this innovation electronically adjusts the aperture within the lens, resulting in consistent exposure during high speed shooting.

The new NIKKOR 16-80mm lens features robust construction while retaining a lightweight and compact body. The lens features four Extra-Low Dispersion (ED) elements and three aspheric elements to further combat instances of ghost, flare and chromatic aberration. The lens is constructed of 17 elements in 13 groups, and features a seven-blade diaphragm to create a circular, natural bokeh for a pleasing out of focus area of the image. For fast, accurate and quiet AF performance, the 16-80mm also features Nikon's Silent Wave Motor (SWM) technology.

Price and Availability

The new Nikon AF-S DX NIKKOR 16-80mm f/2.8-4E ED VR will be available in July for a suggested retail price (SRP) of \$1,069.95.** For more information on NIKKOR lenses as well as other Nikon products, please visit www.nikonusa.com.

About the NIKKOR Brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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; Nikon 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. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 90 million NIKKOR lenses in 2014, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit <http://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](#).

###

**Based on CIPA Standard. This value is achieved when DX-format compatible lenses are attached to a DX-format digital SLR camera and zoom lenses are set at the maximum telephoto position.*

***SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.