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PACK LIGHTER TO GO FURTHER: NIKON ANNOUNCES TWO NEW PROFESSIONAL SUPER TELEPHOTO NIKKOR LENSES

The AF-S NIKKOR 500mm f/4E FL ED VR and AF-S NIKKOR 600mm f/4E FL ED VR Lenses Dominate the Sidelines With Superior Optical and AF Tracking Performance, While New Design Reduces Weight

MELVILLE, NY (July 2, 2015) -- Today, Nikon Inc. announced two new super telephoto lenses, the AF-S NIKKOR 500mm f/4E FL ED VR and AF-S NIKKOR 600mm f/4E FL ED VR. These two NIKKOR lenses use the latest Nikon lens technologies to enhance autofocus (AF) tracking and optical performance, while benefitting photographers with a significant reduction in weight. Ideal for sports, action, wildlife and press events, these lenses offer photographers the ability to capture striking images from afar with brilliant clarity and sharpness.

"The new NIKKOR 500mm and 600mm f/4 lenses were developed to give photographers the advantage on the sidelines or in the field, with a lens that can keep up with the action and get the decisive shot," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "By the fourth quarter or final period, users will sincerely appreciate the weight reduction of these lenses which allow for extended shooting, even into overtime."

Increased Performance, Reduced Weight

These new super telephoto NIKKOR lenses have been optimized for today's high-resolution image sensors and fast-shooting Nikon DSLR cameras. The new lens designs significantly improve AF tracking performance, helping photographers to capture images of dynamic wildlife or athletes in precise clarity, even when subjects are moving erratically, at random speeds or at the camera. Both lenses also utilize Nikon's Electromagnetic Diaphragm, helping to maintain consistent exposure during high-speed burst shooting of fast action.

The addition of fluorite lens elements to the optical formula helps to reduce chromatic aberration, as well as decrease the overall weight of the lenses, saving nearly two pounds (lbs.) for the 500mm f/4E FL ED VR, and nearly three lbs. for the 600mm f/4E FL ED VR. For extended shooting days in the field, the AF-S NIKKOR 500mm and 600mm lenses also employ magnesium alloy construction for enhanced durability and further weight reduction.

Because the AF-S NIKKOR 500mm f/4E FL ED VR weighs in at just 6.8 lbs./3090 grams (vs. 8.5 lbs./3880g of its predecessor), super telephoto performance has never been so light. This premium NIKKOR lens is ideal for nature and sports photographers who are always traveling on assignment and are looking for a fast, constant aperture lens to capture photos and HD video from a distance. The combination of nimble

agility, low-light capability and superior optical performance makes this lens an obvious choice for tack-sharp images of birds in flight, aircraft or other fast moving subjects when a tripod is not always an option. The optical formula of this lens combines two fluorite elements and three Extra Low Dispersion (ED) glass elements to further reduce chromatic aberration while providing superior sharpness and color accuracy.

For long reach with superior optical performance, professional photographers should consider the AF-S NIKKOR 600mm f/4E FL ED VR, which provides the ultimate in fast-aperture and focal distance for challenging subjects. With a constant aperture of f/4, the new 600mm lens gives the photographer the ability to fill the frame and create dramatic separation between subject and background. With a weight of merely 8.3 lbs. /3810g (vs. 11.5 lbs./5060g of its predecessor), the lens features two fluorite lens elements and four ED elements to provide discerning photographers with unrivaled sharpness.

NIKKOR Lens Technologies

Adding to a long legacy of renowned optical excellence, both lenses feature the most advanced NIKKOR lens technologies, including the addition of Nikon's exclusive Nano Crystal Coat to further reduce instances of ghosting and flare; an essential feature for capturing outdoor sports or action under the lights. Both lenses also incorporate Nikon Vibration Reduction (VR) technology, affording up to four stops of image stabilization*, with automatic tripod detection to counteract vibrations when mounted on a tripod. For pros shooting fast and erratic moving sports or subjects, using the SPORT VR mode will yield a more stable viewfinder image whether handholding the lens, using a monopod or even when panning.

For enhanced durability, both lenses are sealed and gasketed against the elements and have a fluorine coating on a front protective meniscus element to make it easier to remove dirt, moisture and smudges from the lens surface. For shooting from extreme distances, the new lenses are also compatible with select Nikon teleconverters** that provide photographers with the ability to autofocus up to f/8 with many Nikon professional DSLR bodies.

Price and Availability

The new AF-S NIKKOR 500mm f/4E FL ED VR will be available in mid-July for a suggested retail price (SRP) of \$10,299.95***. The AF-S NIKKOR 600mm f/4E FL ED VR will be available in mid-July for the SRP \$12,299.95***. Both lenses also come with a newly redesigned, lightweight, custom-fit hard case for transport. For more information on these new 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](#).

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

***Compatible with TC-14E series (AF possible), TC-17E and TC-20E series teleconverters. AF is only available when used with DSLR cameras that offer f/8 support. These include: D4, D4S, Df, D600, D610, D750, D800, D800E, D810, D810A, D7100, and D7200.*

****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.