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## **STUDY REVEALS THAT MAJORITY OF AMERICANS ARE READY TO EXPERIENCE LIFE IN 360**

*Nikon "Life in 360" Study Explores Americans' Awareness and Attitudes  
Toward 360-Video and Virtual Reality*

**MELVILLE, NY (December 8, 2016)** – Today, Nikon Inc., a world leader in digital imaging, has released results from the Nikon Life in 360 national survey, indicating that 90% of Americans believe content they currently watch would be better viewed in fully immersive, 360-degrees, and 92% of Americans are ready to capture and share their own personal experiences using 360 cameras. The study also revealed massive potential for growth in the 360-space, as while only 25% have used a 360-camera, and less than half (49%) are at least somewhat familiar with the technology, nearly three quarters of Americans (72%) are interested in trying out a 360 camera to help share their missions in an exciting new way.

On the heels of Nikon's entry into the 360-degree camera market with the KeyMission 360, Nikon commissioned the Nikon Life in 360 Survey to study awareness and attitudes toward emerging 360 video technology and gain insights into what Americans want to view and capture in 360.

### **It's Better in 360!**

Respondents were asked what content, if any, that they currently watch would be better if shot with a 360-degree camera.

- An overwhelming nine out of ten (90%) Americans indicated they believe some content would be better viewed in 360, while 3 in 5 (60%) believed sports and travel content would be better with a full 360-degree view
- Other responses included: live entertainment (55%), movies (39%), news programs and documentaries (31%) and television shows (30%)

### **Capturing and Sharing Experiences in a New Way**

Respondents were asked if 360-videos can capture content in more exciting ways than traditional video technology and what types of experiences they would like to capture using a 360-camera.

- An overwhelming number (92%) of Americans want to use a 360-camera to record *personal* experiences, including vacations (60%), family moments (53%), milestone events (45%), outdoor activities (42%), sports they play (19%) and even getting intimate with a partner (15%)
- Nearly all those surveyed (98%) agreed that 360 videos can capture experiences in more exciting ways than other video technology on the market

## **An Emerging Platform**

Respondents were asked about their overall familiarity with 360-degree cameras and VR content, alongside their interest in trying this new technology in the future.

- Only one in four (25%) of Americans have used a 360 camera and less than half (49%) indicated that they were at least somewhat familiar with the technology, indicating that 360-degree video hasn't quite gone mainstream just yet
- However, interest in the technology indicates that the platform is on the rise, as nearly three quarters (72%) of Americans responded that they wanted to give it a try

"As Nikon enters this emerging space with the new KeyMission 360 camera, the Nikon Life in 360 study sheds intriguing light on the interest of consumers in capturing and sharing their experiences in a new, exciting way," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. "Nikon is committed to innovation in this space and providing creators with the tools to capture, experience and share their lives in 360."

On December 8, 2016, Nikon will host the Nikon Innovation Forum: The 360 Video Revolution, an immersive 360-content experience and panel that will bring together industry experts, content creators and influencers together to discuss the future of the platform, immersive storytelling, 2017 technology predictions and the social impact of VR.

For more information about the Nikon KeyMission 360 and other Nikon products, please visit [www.nikonusa.com](http://www.nikonusa.com).

## **Survey Methodology**

This survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 nationally representative U.S. adults ages 18+, between November 15<sup>th</sup> and November 21<sup>st</sup>, 2016, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. population 18 and older.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

## **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](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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