



## NIKON INC.

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### Nikon D3 Industry Honors 2007/2008

- **American Photo:** Editors' Choice "Camera of the Year" in the Professional D-SLR Category – June 2008
- **Camera Press Club (Japan):** Best Camera Award - rank No.1 - May 2008
- **Camera Press Club (Japan):** Camera Grand Prix 2008 Award – Grand Prize, rank no. 1
- **Outside Magazine:** "Gear of the Year" July 2008
- **Engadget.com:** Editors' Choice Award 2007
- **Engadget.com:** Readers' Choice Award 2007
- **EISA (European Imaging & Sound Association):** European Professional Camera 2008-09
- **TIPA (Technical Image Press Association - Europe):** Best D-SLR Professional in Europe 2008
- **Amateur Photographer (UK):** Product of the Year Award 2008 High End Digital SLR Category
- **Digital Camera Magazine (Japan):** Best Choice # 2
- **Digi Magazine (Hong Kong):** Digi Annual Award in 2007 "The Best Top Class DSLR"
- **Machinery Photo Branch of the China Culture & Office\National Technical Committee of Standardization Camera Machinery Commissioned Award:** China's National Recognition of Quality prize
- **IT 168 (China):** 2007 Product of the Year Innovation
- **CNET CHINA:** 2007 IT Product Excellence Award
- **PC Home (China):** 2007 Outstanding Product Award selection DSLR best performance
- **SOHU (China):** 2007 10 digital products
- **Shanghai Evening Post (China):** 2007 Best Performance Camera
- **Yangcheng Evening News (China):** 2007 Product of the Year Award
- **Shenzhen Economic Daily (China):** 2007 Product of the Year Award
- **West China Metropolis Daily:** 2007 Affect China's 3C Annual Media Awards Selection 2007 – the most competitive SLR

- **PC Magazine (China):** 2007 Best Product of the Year
- **Photographer's Magazine (China):** The best of the Best 2007 annual evaluation imaging equipment
- **Krokus-Expo (Moscow):** the Best PRO D-SLR in "Best product of the year 2008" award
- **Japan Camera:** Camera of the year 07-08
- **IT 168 (China):** Innovation Award Commodities
- **CNET.com:** Editors' Choice Award – August 2008
- **PhotoShopUser:** Hot Pick 2008
- **Photo.net:** Top Choice 2008
- **Popular Photography:** Noise Award – January 08