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**THE NIKON D3S IS PRESENTED WITH THE BEST OF WHAT'S NEW 2010 AWARD BY POPULAR SCIENCE  
MAGAZINE IN THE GADGETS CATEGORY**

*The Nikon D3S Captures Stunning Photos and Video with Six-Figure ISO Sensitivity*

**MELVILLE, N.Y. (November 17, 2010)** – Today, Nikon Inc. is pleased to announce the Nikon D3S D-SLR as the winner of a prestigious Popular Science 2010 “Best of What’s New” Award in the Gadgets category. Setting the standard for Pro D-SLR’s, the D3S was the first camera to achieve unprecedented new levels of low-light sensitivity for both photos and HD video, in addition to amazing image quality.

The FX-format Nikon D3S received a Best of What’s New Award from the Popular Science editors because of the camera’s ability to create images with low noise throughout the broad ISO sensitivity range from 200 to 12,800. The range is also expandable to an astounding ISO 102,400 to capture images in nearly any lighting conditions. The camera’s low-light capabilities afford professional photographers the ability to capture incredibly sharp, crisp still photos and video in low-light surroundings flash-free. Additionally, the Nikon D3S delivers superior image quality and high-speed performance that photographers seek throughout their photo-taking experiences.

“The D3S has significantly raised the bar for professional D-SLR cameras,” said Lisa Baxt, senior communications manager, Nikon Inc. “It has created new opportunities in low-light photography, while also delivering the highest image quality and high-speed performance that photographers have come to expect with Nikon D-SLR cameras.”

Every year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year as well as breakthrough products and technologies that represent a significant leap in their categories. Best of What’s New Awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Technology, Home Entertainment, Security, Home Technology, Health and Recreation. All of the winners will be featured in the December issue of Popular Science, which is on newsstands now. The story is also available online at [www.popsci.com/bown](http://www.popsci.com/bown).

“Best of What's New is more than a collection of new technologies and innovative products,” said Mark Jannot, editor in chief of Popular Science. “It's a glimpse into the future, and gives us a sense of the way technology will continue to transform everything from our health and the environment to everyday life and even entertainment.”

**About Popular Science**

Founded in 1872, Popular Science ([www.popsci.com](http://www.popsci.com)) is the world's largest science and technology magazine, with a circulation of 1.3 million and 7.1 million readers. Each month, Popular Science delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Popular Science is published by the Bonnier Corporation ([www.bonniercorp.com](http://www.bonniercorp.com)), one of the largest consumer publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.

**About Nikon**

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; COOLSCAN® digital film scanners; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics. For more information, dial (800) NIKON-UX or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities.

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