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NIKON'S NEW COOLPIX P-SERIES PAIR PACKS A POTENT PUNCH OF OPTICAL EXCELLENCE AND POWERFUL PERFORMANCE

The 42x COOLPIX P510 is the Ultimate Ultra-Long Zoom Camera, While the Fast Aperture Lens of the COOLPIX P310 Makes it the Advanced Photographer's Compact Companion

MELVILLE, NY (Jan. 31, 2012) – Today, Nikon Inc. introduced two new COOLPIX cameras into the P-series, providing photographers with amazing optics from compact offerings for their next adventure-packed outing. Breaking the zoom barrier, the new COOLPIX P510 brings the action close with an impressive 42x optical Zoom-NIKKOR ED glass lens, from a wide 24mm to an amazing 1,000mm* focal range. When the adventure begins once the sun sets, the new COOLPIX P310 tackles demanding low-light conditions with a 16.1-megapixel Backside Illuminated (BSI) CMOS sensor and a fast *f*/1.8 maximum aperture, NIKKOR glass lens. From the expansive Serengeti horizon, thunderous waterfalls of the Amazon to the jazz-infused nightlife setting of New Orleans, Nikon's new COOLPIX P-series cameras enable photographers to capture any adventure with astounding clarity.

"With the new COOLPIX P-series cameras, Nikon is raising the bar for performance and image quality to better accommodate the needs of advanced photographers looking for a compact companion," said Bo Kajiwara, director of marketing, Nikon Inc. "Both the COOLPIX P510 and P310 combine Nikon's legendary NIKKOR lenses and advanced features to challenge photographers creatively in environments that call for portability and easy access."

COOLPIX Technology

At the core of these powerful new COOLPIX cameras are Nikon's world-class NIKKOR lenses, delivering accurate detail, brilliant color and amazing clarity. Further enhancing color and sharpness, Nikon's EXPEED C2™ high performance digital image processing engine is implemented and custom-optimized for each COOLPIX model to ensure high-quality pictures and movies.

The New COOLPIX P510: Setting a Higher Zoom Standard

Shattering the conventional zoom barrier, the new COOLPIX P510 features a staggering 42x Wide-Angle NIKKOR glass zoom lens. The astounding zoom range of 24mm to 1,000mm with advanced optical Vibration Reduction (VR) image stabilization ensures that the photographer captures their intended subject with exceptional image quality. With this kind of extreme focal length, the need for superior image stabilization becomes essential for photos and HD video. Photographers are given increased stability with the additional zoom control located on the side of the lens barrel.

To further enhance image quality and help combat challenging low-light conditions, the COOLPIX P510 includes an advanced 16.1-megapixel BSI CMOS sensor. Utilizing the high-speed continuous shooting

performance (capture five images at full resolution in approximately one second) of the CMOS sensor and fast autofocus (AF), the COOLPIX P510 makes it possible to capture even the most spontaneous moments.

This full-featured compact camera also comes complete with built-in GPS capabilities, allowing photographers to track their adventures and geotag photos. The COOLPIX P510 also includes Full HD (1080p) movie recording with stereo sound and the ability to utilize the expansive zoom range during recording with AF for dynamic videos. A 3-inch high resolution (921,000-dot) vari-angle monitor makes it easy to compose images and movies from difficult angles. Additionally, The COOLPIX P510 features a variety of advanced functions for the sophisticated user seeking smooth handling with intuitively placed controls such as the mode dial that enables easy setting of frequently used functions on the fly.

The New COOLPIX P310: Low Light, No Problem

The new COOLPIX P310 achieves superior image quality in low-light settings thanks to the powerful combination of a 16.1-megapixel BSI CMOS sensor, wide ISO range up to 3200 (Hi1 6400 equivalent) and a fast, wide-angle maximum aperture $f/1.8$ lens. The COOLPIX P310 further fights blur by incorporating advanced optical VR image stabilization and makes shooting in low-light a breeze with several scene modes including Advanced Night Portrait mode, Night Landscape mode and Backlight/High Dynamic Range (HDR) mode. The Advanced Night Portrait mode combines consecutive images of the background while the subject is captured using the flash, while the Night Landscape mode combines a series of consecutive shots taken at a fast shutter speed into a single image with reduced noise. The Backlight HDR mode merges images of the same scene at different exposures to achieve a single image with a broad range of tonal detail.

Designed to be the serious photographer's compact companion, the COOLPIX P310 comes equipped with several features found in D-SLR cameras including manual exposure control (P/S/A/M) and a new Zoom Memory function that enables the selection of popular prime focal lengths during shooting. Through an easily accessible top-mounted control wheel, users are able to adjust shutter speed, aperture and other settings in order to achieve their preferred look. For more creativity, the COOLPIX P310 also includes special effects and filter effects that can be added to photos in-camera for a quick artistic touch. To facilitate easy composing, viewing and playback, the COOLPIX P310 features a 3-inch high resolution (921,000-dot) LCD screen.

Understanding the demand for a capable multimedia camera, the COOLPIX P310 also sports incredible video capabilities. With the ability to capture Full HD (1080p) video at 30 frames-per-second (fps) with AF, stereo sound and the use of the optical zoom while recording, the COOLPIX P310 also lets users edit movies in-camera for a seamless moviemaking experience.

Pricing and Availability

The COOLPIX P510 will be available in February 2012 for a suggested retail price (SRP) of \$429.95* and will be offered in black and red. The COOLPIX P310 will also be available in February 2012 for \$329.95* SRP and will be offered in black only. For more information about these and other COOLPIX cameras, please visit www.nikonusa.com.

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; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the new Nikon 1 advanced camera with

interchangeable lens system. In 2011, production of NIKKOR lenses surpassed 65 million, 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 at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @Nikon_USA.

**Suggested retail price listed is only an estimate. Actual prices are set by dealers and are subject to change at any time.*

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