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## **NIKON'S NEW HIGH PERFORMANCE COOLPIX P300 OVERCOMES CREATIVE CONSTRAINTS IN EVEN THE MOST CHALLENGING LIGHTING CONDITIONS**

*The COOLPIX P300 Combines Nikon's Cutting-Edge Imaging Technology with the Fastest NIKKOR Lens Ever Paired with a COOLPIX to Create an Exceptionally Envable Pocket Camera*

**MELVILLE, NY (Feb. 8, 2011)** – Today, Nikon Inc. announced the new COOLPIX P300, Nikon's first compact digital camera to feature a super-fast Wide-Angle 4.2x Zoom-NIKKOR glass lens (24mm-100mm, 35mm equivalent) with a maximum aperture of  $f/1.8$  for capturing stunning, tack-sharp images and Full HD (1080p) video in a variety of lighting conditions. In addition to the widest aperture NIKKOR lens ever seen in a Nikon COOLPIX camera, the P300 also comes equipped with a 12.2-megapixel backside illumination CMOS sensor as well as a complement of other Nikon core technologies designed to prevail in even the most challenging light.

Created for the photo enthusiast who seeks creative control but will not compromise image quality for portability, the versatile P300 features manual controls, Optical Vibration Reduction (VR) technology, and ISO sensitivity up to 3200. These features help create low noise images and faster shutter speeds, which minimize motion blur in low-light conditions like night portraits, even when handheld.

"The COOLPIX P300 reflects decades of optical experience and NIKKOR heritage that culminate to create this exciting compact camera offering for users yearning for more creative freedom," said Bo Kajiwara, director of marketing, Nikon Inc. "The P300 is an excellent choice for the photographer who is looking for a compact camera with all the manual controls and advanced features that challenges them to take their creativity to new heights."

### **Stunning Image Quality in Low-Light Conditions**

Demanding low-light conditions and creative barriers are no match for the new COOLPIX P300. Superior image quality in low-light settings is achieved because of the P300's powerful combination of a 12.2-megapixel CMOS sensor, high ISO sensitivity, and the fast wide-angle  $f/1.8$  lens. The CMOS sensor in the P300 is designed so that each pixel receives light more efficiently for superior performance. ISO performance of up to 3200 helps to ensure that images have low noise and amazing clarity while the wide aperture increases the amount of available light to the sensor. Nikon's EXPEED C2 image processing engine also participates in this phenomenal feat, enhancing overall speed and performance to deliver images that burst with vivid clarity and color.

### **Taking Creativity to New Heights**

Designed to give users even more creative freedom in a compact body, the P300 comes equipped with several features commonly found in D-SLR cameras such as Aperture Priority (A), Shutter Priority (S) and Full Manual (M) Control. Easily accessed through a top mounted control wheel, users are able to capture images missed by other cameras, while obtaining a desired look and feel to images by creatively adjusting shutter speed, depth of field, white balance and other settings. Users can also apply special effects to colors, and filter effects such as a cross screen or fisheye lens. The P300 also includes Nikon's new Easy Panorama mode, to simply create vertical or horizontal panoramic shots automatically in-camera. Users can quickly and easily apply these settings, as well as review and share photos on the P300's high resolution 921,000-dot, 3-inch LCD screen.

The new COOLPIX P300 also features several improved scene modes including Advanced Night Portrait mode, Night Landscape mode, and Backlight high dynamic range (HDR) mode. When Advanced Night Portrait mode is engaged, the camera captures the essence of night scenes by combining multiple background shots along with a subject flash shot. In Backlight HDR mode, the P300 combines multiple shots at different exposures while Night Landscape mode combines multiple shots taken with a faster shutter speed for reduced noise and improved tonal range throughout the photo.

While image quality and low-light shooting are main facets of the COOLPIX P300, the camera also has incredible video capabilities. The P300 records high quality Full HD 1080p movies at 30 frames-per-second (fps) with autofocus, stereo sound and the ability to use the optical zoom. With the P300, users will be able to easily access the camera's video controls through its one-touch operation. Additionally, the Special Effects mode and a Creative Slider mode will allow ever more creative freedom when recording both movies and still images. Users can also adjust the recording speed of their movies to apply slow motion or high-speed special effects.

### **Additional COOLPIX Cameras Join the Low-Light Fight**

In addition to the launch of the COOLPIX P300, Nikon also launched several other COOLPIX low-light all stars today, including the COOLPIX P500 and the S9100. Like the P300, the P500 and S9100 capture sharp, crisp images in demanding low-light conditions with accurate detail with the assistance of their backside illumination CMOS sensor and VR technology. The P500 also features Nikon's first 36x wide-angle optical Zoom-NIKKOR ED glass lens with side zoom control and is versatile enough to capture photos that other cameras would miss. The S9100 is a full featured camera with a high-power 18x wide-angle optical Zoom-NIKKOR ED glass lens packed with high performance in a compact, sophisticated design for superior portability, which is equally stylish and useful.

### **Pricing and Availability**

The COOLPIX P300 will be available beginning March 2011 and will retail for \$329.95\* MSRP and will be offered in black. The COOLPIX P500 will be available beginning March 2011 and will retail for \$399.95\* MSRP and will be offered in black and red. The COOLPIX S9100 will be available March 2011 and will retail for \$329.95\* MSRP and will be offered in black, red, and silver. For more information about these and other COOLPIX cameras, please visit [www.nikonusa.com](http://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. 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.

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

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**Nikon COOLPIX P300 Specifications**

Effective pixels	12.2 million
Image sensor	1/2.3-in. type CMOS; approx. 12.75 million total pixels
Lens	4.2× optical zoom, NIKKOR lens; 4.3-17.9mm (angle of view equivalent to that of 24-100 mm lens in 35mm format); f/1.8-4.9, Digital zoom: up to 2× (angle of view equivalent to that of approx. 200 mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft. (30 cm) to ∞, [T]: Approx. 2 ft. (60cm) to ∞, Macro close-up mode: Approx. 1.2 in (3 cm) to ∞ (wide-angle position)
Monitor	3-in., approx. 921,000-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 90 MB) SD/SDHC/SDXC memory card
ISO sensitivity	ISO 160, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 160 to 1600) Fixed range auto (ISO 160 to 400, 160 to 800)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL12 (supplied) AC Adapter EH-62F (available separately)
Battery life (EN-EL12)	Still pictures**: Approx. 240 shots Movies: Approx. 1 h 5 min (HD 1080p (1920× 1080))
Dimensions(WxHxD)	Approx. 4.1 x 2.3 x 1.3 in. (103.0 × 58.3 × 32.0 mm) (excluding projections)
Weight	Approx. 6.7 oz (189 g) (including battery and memory card)
Supplied accessories***	Camera Strap, Rechargeable Li-ion Battery EN-EL12, Charging AC Adapter EH-69P USB Cable UC-E6, Audio Video Cable EG-CP16, ViewNX 2 CD-ROM

*Unless otherwise stated, all figures are for a camera with a fully-charged Rechargeable Li-ion Battery EN-EL12 operated at an ambient temperature of 25 °C (77 °F).*

*\*\* Based on Camera and Imaging Products Association (CIPA) standards for measuring the life of camera batteries.*

*\*\*\* Supplied accessories may differ by country or area.*