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NIKON BREAKS THE ZOOM BARRIER WITH A TRIO OF NEW COOLPIX CAMERAS, INCLUDING THE NEW COOLPIX P500 WITH A VAST 36X ZOOM

Three New COOLPIX Models Offer Consumers High Power Zoom Lenses, Impressive Performance and Superior Image Quality

MELVILLE, NY (Feb. 8, 2011) – Invoking the NIKKOR legacy of unparalleled optics innovation, Nikon Inc. today unveiled three new high power super-zoom COOLPIX digital cameras, including the new COOLPIX P500 with a 36x zoom, the longest zoom ever integrated into a COOLPIX camera. For consumers who desire slim zoom or affordable telephoto, Nikon has also announced the new COOLPIX S9100 and L120 cameras to address the need for versatile, high performance compact cameras with easy-to-use functionality.

Whether capturing photos or HD video up close or from afar, Nikon's new super-zoom COOLPIX cameras are ideal for cramped quarters or the great outdoors. The new COOLPIX P500 is a full-featured compact camera complete with an expansive 36x zoom for photo enthusiasts looking for their next big adventure, while the new COOLPIX S9100 packs an 18x zoom in a sleek body ideal for traveling light. Rounding out this impressive lineup, the new COOLPIX L120 combines a powerful 21x zoom with easy-to-use features for the ultimate family camera.

"Today's consumers want an increase in zoom range, and a camera that is compact enough to never hinder a jet-set, on-the-go lifestyle. Nikon listened, and offers the best of both worlds with these three new COOLPIX models," said Bo Kajiwara, director of marketing, Nikon Inc. "These three new COOLPIX models offer the shooting versatility that comes from the stellar NIKKOR lenses while still offering the portability of compact digital cameras."

COOLPIX Technology

At the core of these 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. With a variety of useful functions such as the Scene Auto Selector, Best Shot Selector and Smart Portrait System, the COOLPIX lineup is designed to help even the most inexperienced photographer take beautiful photos easily.

The New COOLPIX P500: Beyond Super-Telephoto

The COOLPIX P500 features a 36x wide-angle optical Zoom-NIKKOR ED glass lens, shattering the conventional zoom barrier to create the “ultra-telephoto” premium compact. From shooting super wide-angle 22.5mm to a staggering 810mm (35mm equivalent), the COOLPIX P500 is the best bet to capture the user’s intent with exceptional image quality, even in challenging low-light conditions thanks to the 12.1-megapixel backside illumination CMOS sensor.

A first for the COOLPIX line of digital cameras, the P500 features the EXPEED C2 dual image processor that greatly enhances performance, reduces noise and corrects distortion in both movies and still images. With a 36x zoom, the need for an exceptional image stabilization system is essential for capturing steady subjects at such long focal lengths. For sharp photos and video, the COOLPIX P500 meets that need with its hybrid vibration reduction (VR) stabilization system comprised of both image-sensor shift VR and electronic VR. To further combat the effects of camera shake, an additional zoom control has been added to the side of the lens barrel to increase stability while shooting photos and video while handheld.

Utilizing the high-speed continuous shooting performance (capture five images at full resolution in approximately one second) of the CMOS sensor, the COOLPIX P500 includes Backlighting scene mode with an in-camera high dynamic range (HDR) function, which merges images of the same scene at different exposures to achieve a single image with a broad range of tonal detail. For additional low-light performance, the Night Landscape mode combines a series of consecutive shots taken at a fast shutter speed into a single image with reduced noise when taking handheld shots in night scenes. Additionally, the advanced Night Portrait mode combines consecutive images of the background while the subject is captured using the flash to deliver beautiful night and indoor scenes.

To help users stay one step ahead of the action, a new shooting mode button facilitates quick setting of continuous frame shooting, in addition to the pre-shooting cache that starts to snap photos before the button is fully depressed. Additionally, The COOLPIX P500 features a variety of advanced functions for the sophisticated user seeking smooth control with intuitively placed controls such as a new mode dial that enables easy setting of frequently used functions on the fly.

Other notable functions include full HD (1080p) movie recording with stereo sound and the ability to capture still images during recording, as well as the ability to utilize the expansive zoom range while recording with autofocus. The camera can also adjust recording speed to create slow motion or high-speed special effects. The P500 also features a new Easy Panorama mode that creates dynamic panorama photos with a choice of directions and angles, automatically. To facilitate easy composing, viewing and playback of images and HD movies, the COOLPIX P500 also features a 3-inch high resolution (921,000-dot) vari-angle monitor.

The New COOLPIX S9100: Pocketable Power Zoom

For the sophisticated traveler who needs portability and versatility, the new COOLPIX S9100 packs an impressive 18x wide-angle Zoom-NIKKOR ED glass lens into a stylish compact body - the most compact body of these three. From wide-angle (25mm) to super-telephoto (450mm), the COOLPIX S9100 captures everything from sweeping landscapes to distant subjects confidently. Ensuring exceptional image quality even when shooting in low-light conditions, the COOLPIX S9100 features a 12.1-megapixel backside illuminated CMOS sensor and ISO sensitivity up to 3200. The S9100 also includes Backlighting scene mode with HDR functionality built-in, Night Landscape mode, Night Portrait mode and Nikon’s hybrid VR image stabilization system.

For effortless operation when composing or sharing, the COOLPIX S9100 features a 3-inch high resolution, 921,000-dot LCD monitor with an enhanced user interface that enables easy composing and viewing, as well as a mode dial for smooth setting of frequently used functions. The COOLPIX S9100 also includes full HD (1080p) movie recording with one-touch operation, optical zoom, stereo sound and the ability to capture still images during recording. Putting the fun in functionality, the COOLPIX S9100 has a new Easy Panorama mode and a variety of Special Effects for artistic photos and movies.

The New COOLPIX L120: Affordable Zoom Performance

Making it easy and affordable to capture memorable family moments, the new COOLPIX L120 features a 21x wide-angle Zoom-NIKKOR glass lens with side zoom control, 14.1-megapixel resolution, hybrid VR image stabilization system and high sensitivity up to ISO 6400 (reduced resolution) for beautiful photos in a variety of lighting conditions. The COOLPIX L120 also features an Easy Auto mode that automatically selects the most appropriate scene mode by simply framing the subject, allowing the user to capture photos confidently and preserve special moments forever.

From school plays to soccer games, users can record every moment in HD video (720p) with a simple one-touch control button. Composing and sharing photos and movies are also made easier with the COOLPIX L120's 3-inch high resolution, 921,000-dot LCD monitor. For the furry member of the family, the COOLPIX L120 includes a Pet Portrait mode that helps capture the expressions and actions of dogs and cats automatically. The attractive styling and the convenience of AA battery operation makes the COOLPIX L120 an ideal camera for the busy family.

Pricing and Availability

The Nikon COOLPIX P500 will be available in March 2011 for \$399.95* MSRP in black and red. The Nikon COOLPIX S9100 will be available in March 2011 for \$329.95* MSRP in a variety of sophisticated colors including, black, red, and silver. The Nikon COOLPIX L120 will be available in late February 2011 for \$279.95* MSRP in black, red and bronze.

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 P500 Specifications

Effective pixels	12.1 million
Image sensor	1/2.3-in. type CMOS; approx. 12.75 million total pixels
Lens	36× optical zoom, NIKKOR lens; 4.0-144mm (angle of view equivalent to that of 22.5-810 mm lens in 35mm format); f/3.4-5.7, Digital zoom: up to 4× (angle of view equivalent to that of approx. 3240 mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft 8 in. (50 cm) to ∞, [T]: Approx. 7 ft 3 in (2.2m) to ∞, Macro close-up mode: Approx. 4 in. (10 cm) to ∞ (when Flower symbol lights in green and the zoom indicator is on the wide-angle position (triangle symbol), and from approx. 0.4 in. 1 cm to ∞ (at three increments from the wide-angle position to the telephoto position)
Monitor	3-in., approx. 921,000-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment, tiltable 82° downward, 90° upward
Storage media	Internal memory (approx. 102 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 160, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 160 to 800) High ISO sensitivity auto (ISO 160 to 1600) Fixed range auto (ISO 160 to 200, 160 to 400)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL5 (supplied) AC Adapter EH-62A (available separately)
Battery life (EN-EL5)	Still pictures* 1 : Approx. 220 shots Movies: Approx. 1 h 20 min (HD 1080p★(1920× 1080)
Dimensions(WxHxD)	Approx.4.6 x 3.3 x 4.1 in. (115.5 × 83.7 × 102.5 mm) (excluding projections)
Weight	Approx. 1 lb 1.5 oz. (494 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap, Rechargeable Li-ion Battery EN-EL5, Charging AC Adapter EH-69P USB Cable UC-E6, Audio Video Cable EG-CP16, Lens cap LC-CP23, ViewNX 2 CD-ROM

Unless otherwise stated, all figures are for a camera with a fully-charged Rechargeable Li-ion Battery EN-EL5 operated at an ambient temperature of 25 °C (77 °F).

Nikon COOLPIX S9100 Specifications

Effective pixels	12.1 million
Image sensor	1/2.3-in. type CMOS; approx. 12.75 million total pixels
Lens	18× optical zoom, NIKKOR lens; 4.5-81.0mm (angle of view equivalent to that of 25-450 mm lens in 35mm format); f/3.5-5.9; Digital zoom: Up to 4× (angle of view equivalent to that of approx. 1800 mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft 8 in. (50 cm) to ∞, [T]: Approx. 5 ft (1.5 m) to ∞, Macro mode: Approx. 1.6 in (4 cm) to ∞ (wide-angle position)
Monitor	3-in., approx. 921,000-dot, wide viewing angle TFT LCD with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 74 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 160, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 160 to 800) Fixed range auto (ISO 160 to 400) High-speed continuous (ISO 160 to 3200)
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. 270 shots Movies: Approx. 1 h 20 min (HD 1080p)
Dimensions(WxHxD)	Approx. 4.2 x 2.5 x 1.4 in. (104.8 x 62.0 x 34.6 mm) (excluding projections)
Weight	Approx. 7.6 oz. (214 g) (including battery and SD 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).

Nikon COOLPIX L120 Specifications

Effective pixels	14.1million
Image sensor	1/2.3-in. type CCD; approx. 14.48 million total pixels
Lens	21× optical zoom, NIKKOR lens; 4.5-94.5mm (angle of view equivalent to that of 25-525 mm lens in 35mm format) f/3.1-5.8; Digital zoom: Up to 4× (angle of view equivalent to that of approx. 2100 mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft 8 in (50 cm) to ∞, [T]: Approx. 5 ft (1.5 m) to ∞, Macro mode: Approx. 0.4 in (1 cm) to ∞ (middle zoom position)
Monitor	3-in , approx. 921000-dot, wide viewing angle TFT LCD with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 102 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 80, 100, 200, 400, 800,1600, 3200, 6400 Auto (ISO 80 to 800) Sport continuous mode (ISO 400 to 3200)
Interface	Hi-Speed USB
Power sources	Four LR6/L40 (AA-size) alkaline batteries Four FR6/L91 (AA-size) lithium batteries Four EN-MH2 rechargeable Ni-MH batteries (available separately) AC Adapter EH-67 (available separately)
Battery life	Still pictures**: Approx. 330 shots when using alkaline batteries Approx. 890 shots when using lithium batteries Approx. 520 shots when using EN-MH2 batteries Movies: Approx. 3 h 5 min when using alkaline batteries (HD 720p) Approx. 7 h 45 min when using lithium batteries (HD 720p) Approx. 4 h 25 min when using EN-MH2 batteries (HD 720p)
Dimensions(WxHxD)	Approx.4.4 x 3.1 x 3.1 (109.9 x 76.5 x 78.4 mm)) (excluding projections)
Weight	Approx. 15.3 oz (431g) (including battery and SD memory card)
Supplied accessories***	Camera Strap, LR6/L40 (AA-size) alkaline batteries, Lens Cap LC-CP22 USB Cable UC-E6, Audio Video Cable EG-CP16, ViewNX 2 CD-ROM

Unless otherwise stated, all figures are basically for a camera with fully-charged LR6/L40 (AA-size) alkaline batteries 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.*