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WITH SLEEK DESIGN AND INCREDIBLE FUNCTIONALITY, THE NEW COOLPIX "S" SERIES SETS THE TREND FOR HIGH QUALITY IMAGES AND HD MOVIES

Whether Looking for Superzoom Capabilities, Fashion-Forward Design or Unique Ways to Share, Nikon's New COOLPIX Digital Cameras Have Something for Everyone

MELVILLE, N.Y. (August 24, 2011) – Today, Nikon Inc. introduced four new digital cameras to the COOLPIX S-Series lineup to address the unique lifestyle and needs of the social user who cares about the quality of the images they take and share. The new COOLPIX S-Series puts the "fun" in functionality by delivering enhanced zoom ranges and new ways to share photos and High Definition (HD) video, while being backed by Nikon core technologies like Vibration Reduction (VR) and EXPEED C2™ digital image processing.

Expanding on the ultra compact superzoom category, the new COOLPIX S8200 and COOLPIX S6200 deliver high performance zoom with quality NIKKOR optics, while the new COOLPIX S1200pj offers a unique way to share content with a 20-lumen built-in projector and compatibility with the iPhone®, iPad® or iPod touch®. With an enhanced organic LED (OLED) touch screen and chic design, the trendy COOLPIX S100 is the fun to use, stylish camera to see and be seen with.

"The new COOLPIX S-Series cameras combine Nikon's renowned image quality and superior technology in slim, stylish bodies for connected users who love to share their memories with others," said Lisa Osorio, General Manager of Marketing at Nikon Inc. "With easy-to-use features and fun capabilities, these cameras inspire consumers to shoot, record and share, while reflecting their personal style."

Great Photos and Movies Made Easy with COOLPIX Technology

A hallmark of the COOLPIX brand, Nikon remains a trendsetter with its compact cameras in a number of vibrant colors to match any personal style and budget. The new COOLPIX S8200, COOLPIX S6200, COOLPIX S100 and COOLPIX S1200pj incorporate Nikon's world-class NIKKOR optics, delivering accurate detail and brilliant color, as well as Nikon's EXPEED C2™ digital image processing engine to help ensure high-quality pictures with stunning tones and sharpness. Additionally, all four COOLPIX cameras include Scene Auto Selector or Easy Auto Mode, which allows the camera to automatically recognize the shooting situation and adjust camera settings accordingly to produce amazing pictures.

To capture flattering portraits, the new S-Series cameras all feature the Nikon exclusive Smart Portrait System, which incorporates a series of automatic functions including In-Camera Red-Eye Fix™, Face-Priority AF, Smile Mode, Blink Warning and Skin Softening to flatter even the most camera-shy subject. Both the new COOLPIX S8200 and COOLPIX S100 include Nikon's Easy Panorama Mode, which delivers dynamic panorama photos simply with a single press of the shutter button.

The COOLPIX S8200 and COOLPIX S6200: The New Standard for Compact Zoom

The new COOLPIX S8200 ups the ante of pocketable super zooms with an impressive 14x Optical Zoom-NIKKOR ED glass lens integrated into a surprisingly compact body (approximately 1.3-inch depth). To help capture images in challenging lighting conditions, the COOLPIX S8200 includes a 16.1-megapixel backside illuminated (BSI) CMOS sensor for fast and responsive speed and exceptional low-light performance. The COOLPIX S8200's speedy performance is accelerated thanks to its high-speed continuous shooting which can capture five shots at up to six frames-per-second (fps) and a pre-shooting cache that records images before releasing the shutter to capture the action faster than a user's reflexes. From fast-paced action shots to nights out on the town with friends, the COOLPIX S8200 helps to ensure that every moment is captured. Additionally, photos and movies are composed, captured and edited easily on the bright 3.0-inch (921,000-dot) LCD display.

For amazing movies even at the spur of the moment, the COOLPIX S8200 features Full HD (1080p) video with stereo sound and amazing optics that lets the user capture with confidence. For even more dynamic movies, consumers have the ability to zoom during recording. To help further unleash creativity, the COOLPIX S8200 has a host of Special Effects (when shooting movies and stills) and Filter Effects (in playback mode for still images), including Selective Color and Fisheye Effect.

Rounding out the new superzoom lineup, the COOLPIX S6200 packs a versatile 10x Optical Zoom-NIKKOR ED glass lens in a super slim body (approximately 1-inch depth) for an easy-to-carry, yet stylish solution for capturing memorable images in an instant. Beautiful photos are achieved with the help of the COOLPIX S6200's 16.0-megapixel resolution and VR system to eliminate blur. With HD (720p) movie recording, a large 2.7-inch LCD display and a selection of Special Effects, creating unforgettable photos and movies is a breeze.

The COOLPIX S8200 will be available in mid September 2011 for an estimated selling price*** of \$329.95 in a choice of colors including black, silver and red, while the COOLPIX S6200 will be available in mid September 2011 for an estimated selling price*** of \$229.95 in red, pink, silver, blue and black.

The COOLPIX S1200pj: Share with Flair

Building off of the award winning innovations from its predecessors, the COOLPIX S1200pj encourages a new level of content sharing with a powerful and brighter 20-lumen built-in projector. For added versatility, the COOLPIX S1200pj works with an iPhone®, iPad® or iPod touch® allowing users to project images and movies stored on these devices as well as online content. In addition, the camera maintains the ability to project content from a computer, such as presentations of multimedia content. The COOLPIX S1200pj also offers improved operability including illuminated icons and raised controls for easier access, even in the dark. Projecting an image up to 60-inches wide, the COOLPIX S1200pj helps make a big impression, whether in front of clients during a business meeting or at the center of a party.

The COOLPIX S1200pj includes must-have features to help capture great photos and movies including 14.1-megapixel resolution, 5x Optical Zoom, HD (720p) movie capture with stereo sound and a 3.0-inch LCD screen display to help compose at the touch of a finger. The user can also add their artistic touch to

their images with a variety of Special Effects and Filter Effects. Compact enough to slip into a pocket, the COOLPIX S1200pj goes wherever life takes it.

The COOLPIX S1200pj will be available in mid September 2011 for an estimated selling price*** of \$429.95 in black and pink.

The COOLPIX S100: Smart Features, Beautiful Design

Beauty is now in the hand of the beholder with the stylish COOLPIX S100. The seriously slender COOLPIX S100 has a large 3.5-inch, strikingly bright (820,000-dot) OLED touch screen with an enhanced user interface, so images and movies pop when playing them back. The COOLPIX S100 is a stand-out camera for those who strive to stand out themselves.

For the trendsetting user who requires the top technology, the COOLPIX S100 features a 16.0-megapixel BSI CMOS sensor, 5x Optical Zoom and Full HD (1080p) recording with stereo sound for impressive images and movies even in low-light. With the new COOLPIX S100, creativity is at the user's fingertips. In addition to a wide selection of Filter Effects, the COOLPIX S100 also features 3D-image recording capability, proving that good looks and intelligent features can live together harmoniously.

The COOLPIX S100 will be available in mid September 2011 for an estimated selling price*** of \$299.95 in a choice of attractive colors including red, black, purple and gold.

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. In 2011, production of NIKKOR lenses surpassed 60 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.

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*** Compatible with iPhone® 4, iPhone® 3GS, iPhone® 3G, iPad® 2, iPad®, iPod touch® 4th generation, iPod touch® 3rd generation, iPod® photo and iPod nano® 6th generation*

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

Nikon COOLPIX S8200 Specifications

Effective pixels	16.1 million
Image sensor	1/2.3-in. type CMOS; approx. 16.79 million total pixels
Lens	14× optical zoom, NIKKOR lens; 4.5–63.0mm (angle of view equivalent to that of 25–350 mm lens in 35mm format); f/3.3–5.9; Digital zoom: Up to 2× (angle of view equivalent to that of approx. 700mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft. 8 in. (50 cm) to ∞, [T]: Approx. 3 ft. 4 in (1.0 m) to ∞, Macro mode: Approx. 0.4 in (1 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. 89 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 100, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 100 to 1600) Fixed range auto (ISO 100 to 400, 100 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. 250 shots Movies****: Approx. 1 h 10 min (HD 1080p)
Dimensions(WxHxD)	Approx. 4.1 x 2.4 x 1.3in (103.7 × 59.3 × 32.7 mm) (excluding projections)
Weight	Approx. 7.6 oz. (213 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap CP-19, Rechargeable Li-ion Battery EN-EL12, Charging AC Adapter EH-69P, USB Cable UC-E6, Audio Video Cable EG-CP16, ViewNX 2 CD-ROM

Nikon COOLPIX S6200 Specifications

Effective pixels	16.0 million
Image sensor	1/2.3-in. type CCD; approx. 16.44 million total pixels
Lens	10× optical zoom, NIKKOR lens; 4.5–45.0mm (angle of view equivalent to that of 25–250 mm lens in 35mm format); f/3.2–5.8; Digital zoom: Up to 4× (angle of view equivalent to that of approx. 1000mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft. 8 in. (50 cm) to ∞, [T]: Approx. 3 ft 4 in (1.0 m) to ∞, Macro mode: Approx. 4 in (10 cm) to ∞ (wide-angle position)
Monitor	2.7-in. , approx. 230,000-dot, TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 74 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 80, 100, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 80 to 1600) Fixed range auto (ISO 80 to 400, 80 to 800)
Interface	Hi-Speed USB, HDMI
Power sources	One Rechargeable Li-ion Battery EN-EL12* (supplied) AC Adapter EH-62F (available separately)
Battery life (EN-EL12)	Still pictures**: Approx. 250 shots Movies****: 1 hour 40 minutes (HD 720p (1280 x 720))
Dimensions(WxHxD)	Approx. 3.7 x 2.3 x 1.0 in (93.0 × 56.7 × 25.4 mm)
Weight	Approx. 5.7 oz. (160 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap CP-19, Rechargeable Li-ion Battery EN-EL12, Charging AC Adapter EH-69P, USB Cable UC-E6, Audio Video Cable EG-CP16, ViewNX 2 CD-ROM

Nikon COOLPIX S1200pj Specifications

Effective pixels	14.1 million
Image sensor	1/2.3-in. type CCD; approx. 14.48 million total pixels
Lens	5× optical zoom, NIKKOR lens; 5.0-25.0mm (angle of view equivalent to that of 28–140 mm lens in 35mm format); f/3.9–5.8; Digital zoom: Up to 4× (angle of view equivalent to that of approx. 560mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft (30 cm) to ∞, [T]: Approx. 1 ft 8 in. (50 cm) to ∞, Macro mode: Approx. 1.2 in (3 cm) to ∞ (wide-angle position)
Monitor	3-in. , approx. 460,000-dot, TFT LCD monitor with anti-reflection coating 5-level brightness adjustment
Storage media	Internal memory (approx. 94 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 80, 100, 200, 400, 800, 1600, 3200, 6400 Auto (auto gain from ISO 80 to 800) Fixed range auto (ISO 80 to 200, 80 to 400)
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. 220 shots Movies****: Approx. 1 h 40 min (HD 720p (1280×720))
Dimensions(WxHxD)	Approx. 4.3 x 2.5 x 0.9 in. (107.0 × 63.4 × 22.6 mm) (excluding projections)
Weight	Approx. 6.6 oz. (186 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap CP-19, Rechargeable Li-ion Battery EN-EL12, Charging AC Adapter EH-69P, USB Cable UC-E6, Audio Movie Cable EG-CP16, ViewNX 2 CD-ROM, PC-PJ Transfer CD-ROM

Nikon COOLPIX S100 Specifications

Effective pixels	16.0 million
Image sensor	1/2.3-in. type CMOS; 16.79 million total pixels
Lens	5× optical zoom, NIKKOR lens; 5.0-25.0mm (angle of view equivalent to that of 28–140 mm lens in 35mm format) f/3.9-4.8; Digital zoom: Up to 4× (angle of view equivalent to that of approx. 560mm lens in 35mm format)
Focus range(from lens)	[W]: Approx. 1 ft 8 in. (50 cm) to ∞, [T]: Approx. 3 ft 4 in. (1m) to ∞, Macro mode: Approx. 0.4 in (1 cm) to ∞ (wide-angle position)
Monitor	3.5-in , approx. 820,000-dot, widescreen, organic LED monitor (touch panel) with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 71 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 125, 200, 400, 800, 1600, 3200 Auto (auto gain from ISO 125 to 800) Fixed range auto (ISO 125 to 400)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL19* (supplied) AC Adapter EH-62G (available separately)
Battery life (EN-EL19)	Still pictures**: Approx. 150 shots Movies****: Approx. 55 min (HD 1080p (1920×1080))
Dimensions(WxHxD)	Approx. 3.9 x 2.6 x 0.8 in (99.0 × 65.2 × 18.1 mm)
Weight	Approx. 4.9 oz (138 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap CP-19, Rechargeable Li-ion Battery EN-EL19, 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(S6200, S8200, S1200pj) or EN-EL 19 (S100) 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.*

*****When recording a single move, the maximum recording time is 29 minutes and the file size is up to 4GB even when there is enough free space on the memory card.*