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**NIKON MAKES IT EASY FOR THE WHOLE FAMILY TO ENJOY COOLPIX VERSATILITY AND PERFORMANCE FOR STUNNING PHOTOS AND HD VIDEO**

*Easily Capture Special Moments with Spectacular Photo Quality and Have Fun While Doing It*

**MELVILLE, N.Y. (Jan. 31, 2012)** – Today, Nikon Inc. introduced a new line of COOLPIX digital cameras that combine affordability and convenience with performance and versatility to create a lineup of cameras that are ideal for the modern, fast-paced and connected family. Perfect for any type of family adventure from the sidelines to the backyard, the COOLPIX L810, L26 and S30 each offer a simple, convenient and fun way to capture great photos and HD movies with ease.

Expanding on Nikon's outstanding long zoom reputation, the COOLPIX L810's extremely powerful zoom (26x) offers a chance to capture every detail without giving up the convenience of a compact point-and-shoot camera. The COOLPIX S30 is a new type of camera from Nikon, providing worry-proof construction with a simple to use interface and an affordable price point so any family can enjoy photography with a camera that instills confidence. The COOLPIX L26 is ideal for casual photographers and streamlines photo-taking with intelligent Nikon technologies like automatic Scene Modes and easy-to-understand controls. All three cameras are AA battery compatible for the ultimate on-the-go convenience.

"Today's family spends time together in more places than the dining room table; they are on adventures and vacations together, constantly in motion and creating memories," said Bo Kajiwara, director of marketing, Nikon Inc. "Nikon's latest COOLPIX cameras combine Nikon's renowned image quality, advanced performance and superior technology to offer simple and affordable cameras for every member of your family."

**COOLPIX L810: Zoom That Goes the Distance**

Whether at the game or in nature, users need a camera that can go the distance to get in close to the action. The COOLPIX L810 sports a powerful 26x (22.5mm-585mm) zoom that makes it possible to capture every detail with extraordinary precision. This latest affordable ultra zoom continues in a long line of superb Nikon compact long zoom cameras and features a super wide 22.5mm wide angle lens with VR image stabilization technology to help eliminate blur in photos and movies, regardless of focal length. Nineteen Scene Modes optimize camera settings automatically for picture-perfect results, while the Smart Portrait System helps make every portrait flattering and pictures priceless. Additionally, the COOLPIX L810 features a Sports Continuous Shooting mode to capture fast moving subjects. If still images aren't enough to tell the whole story, begin recording 720p HD movies with stereo sound through a simple one-touch control button and play them back on a 3-inch, 921,000-dot high resolution LCD display.

### **COOLPIX S30: No Muss, No Fuss - Ready for Action**

A wonderful addition to any family, the COOLPIX S30 makes it easy and fun to preserve memories from the priceless to possibly messy, including a baby's first steps, first swim or first plate of spaghetti. Boasting a shockproof\* (up to 2.6 feet) and waterproof \*(up to 9.8 feet) exterior, the COOLPIX S30 affords a chance to capture all of their favorite moments without hesitation or worry. A 10.1-megapixel image sensor produces high quality images and HD video that can be easily shared, printed and framed for family and friends. A 3x wide angle zoom lens, HD video capabilities and extremely easy-to-use modes like the Smart Portrait System make the COOLPIX S30 simple, durable and affordable.

### **COOLPIX L26: The Simple Way to Great Photos and Movies**

Let the camera do the thinking while marveling at the great images taken with the COOLPIX L26. Simply point, shoot and let the camera do the rest with easy-to-use and intelligent automatic Scene Modes, helping bring out the user's inner photographer. Featuring a 5x (26mm-130mm) optical Zoom-NIKKOR lens for close to intermediate distance shots, the COOLPIX L26 is fun and easy to use whether snapping photos on a field trip or capturing 720p HD video of a birthday party. A wide and bright 3-inch LCD screen, vibration reduction and Smart Portrait technology make this the ideal camera for the beginner or casual photographer who might not use a camera often, but knows they want amazing image quality when they do.

### **Price and Availability**

The COOLPIX L810 will be available in February 2012 for a suggested retail price (SRP) price of \$279.95\*\* in a choice of colors including Black, Red and Blue. The COOLPIX S30 will be available in February 2012 for an SRP of \$119.95\*\* in a choice of colors including White, Blue and Pink. The COOLPIX L26 will be available in February 2012 for an SRP of \$119.95\*\* in a choice of colors including Red, Black 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 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.

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\*More information at [www.nikonusa.com/S30info](http://www.nikonusa.com/S30info)

\*\*Suggested retail price listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.