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## **SUPERIOR IMAGE QUALITY AND VERSATILE PERFORMANCE GO FULL THROTTLE WITH THE NEW NIKON COOLPIX P7100 DIGITAL CAMERA**

*Nikon's New Flagship COOLPIX Camera Offers Advanced Photo Technologies and Vast Creative Control  
for the Experienced Photographer*

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**MELVILLE, N.Y. (August 24, 2011)** – Today, Nikon Inc. announced the new COOLPIX P7100, the digital camera that packs stellar image quality, swift performance and a variety of creative manual controls into a compact, lightweight camera body. The 10.1-megapixel COOLPIX P7100 is the ideal camera that advanced photographers will seek as a companion to their D-SLR camera when both portability and superior image quality are a necessity.

The new COOLPIX P7100 easily assumes the role as the new COOLPIX flagship by delivering amazing image quality, stunning High Definition (HD) movies and high speed performance to create an appealing package for professionals and enthusiasts alike. With an overall emphasis on image quality, consumers can expect rapid response in all aspects of camera operation, which also encompasses a new enhanced AF system for tack-sharp images in a variety of lighting conditions. Whether shooting landscapes or action, users have full creative control with the new 3.0-inch tilting vari-angle LCD screen, full manual features and new Special Effects that add a new dimension to images. With the aid of Nikon core technologies and distinctive new features and controls, the COOLPIX P7100 digital camera shifts image quality and performance into overdrive.

“The new COOLPIX P7100 is an enthusiast compact camera that provides stellar image quality, superior mobility and operability, as well as quick response and performance during even the most challenging shooting situations,” said Lisa Osorio, General Manager of Marketing at Nikon Inc. “The COOLPIX P7100 will allow users to explore their creative freedom, yet delivers the amazing results that they have become accustomed to with their Nikon cameras.”

### **Emphasis on the Image**

Stunning image quality is a hallmark of Nikon products, and the COOLPIX P7100 includes a number of Nikon core technologies such as the high speed EXPEED C2™ image processing engine that is designed to deliver stunning results in diverse situations. New image processing technologies maximize the performance of the large 1/1.7-inch, 10.1-megapixel CCD sensor to deliver sharp, low-noise images that explode with vivid color. By expanding the capabilities of the large CCD sensor, images show reduced

noise at both low and high ISO sensitivities. The result is a new level of clean, tonal depth to images, creating an enhanced sense of dimension to any subject and amazingly faithful color reproduction.

Building upon a legacy befitting a world class optics manufacturer, the camera comes equipped with a versatile 7.1x Wide Angle Optical Zoom-NIKKOR ED glass lens (35mm equivalent to 28-200mm). Additionally, a built-in Neutral Density (ND) filter expands the exposure selection range when shooting in slow shutter speeds and in maximum aperture settings. The 7.1x Wide Angle Optical Zoom-NIKKOR ED glass lens is constructed with two Extra-Low Dispersion (ED) glass elements to help achieve high reproduction capability with less chromatic aberration when capturing images and videos. Additionally, the COOLPIX P7100 uses optical Vibration Reduction (VR) to produce blur free photos while shooting images or HD video handheld or in low-light.

### **Rapid Response When it Counts**

With enhanced high speed performance and quick response, the COOLPIX P7100 can capture decisive moments with confidence. The new Nikon P7100 features a new intuitive user interface that reacts seamlessly for high quality results in the blink of an eye. With blazing fast start-up, imperceptible release lag and enhanced shot to shot buffering, the P7100 promises to be ready at a moment's notice. Operational workflow speed has been enhanced, such as switching time for various functions including playback, shooting, menu and button operation as well as navigation. The camera can also capture full resolution JPEG images at up to 1.2 frames-per-second (fps), and gives shooters enhanced response when shooting NRW (RAW) images both as a single frame and consecutively. Additionally, the COOLPIX P7100 is compatible with the latest high speed SDXC memory cards for maximum performance.

The 7.1x NIKKOR lens has been paired with an enhanced AF system to deliver sharp images and HD movies in a variety of shooting scenarios. Whether tripod mounted to capture a distant vista or shooting a candid portrait, the result is amazingly fast focus acquisition that is consistently sharp throughout the entire focal range, even on a moving subject.

### **Superior Creative Control for the Advanced User**

Detailed engineering led to the authentic styling of the COOLPIX P7100, which calls upon many of the features that Nikon D-SLR cameras are known for, including easily accessible mode dials, rounded curves and friendly ergonomics, all housed within a compact form factor. Consumers can compose through the bright optical viewfinder or by the vivid 3.0-inch 921,000-dot tilting vari-angle LCD screen. The new tilt screen enables more flexible shooting at creative angles, including down low, overhead or for ease-of-use when mounted on a tripod. The clear color vari-angle LCD display with anti-reflective coating produces high resolution and faithful color reproduction with a wide viewing angle.

The camera's four exposure modes (Program, Shutter, Aperture and Manual) provide creative control over image capture. For added versatility, the COOLPIX P7100 has a sensitivity range up to ISO 3200, but can also be set to Hi 1 at full resolution (ISO 6400 equivalent). The P7100 also offers functions that enable superior rendering when shooting at high sensitivities, including a Low Noise Night Mode and a Noise Reduction Filter. ISO sensitivity ranges from ISO 100 to 6400 (expandable to ISO 12,800 in Low Noise Night Mode) to ensure sharp, crisp images when shooting in low-light or photographing fast-moving subjects.

For further creative control, the camera offers multiple new Special Effects and Filter Effects to create truly inspiring images. The new Zoom Exposure automates this typically difficult technique to create dynamic images with a slow shutter. Consumers can also choose the Defocus Filter to produce intentional, artful blur or use the Cross Process to create nostalgic and imaginative color tones in images. A new Creative Monochrome Filter can also be implemented to create a solarized look and feel

to images or affect grain size in monochrome photos. Shooters can capture a wide tonal range in their images by utilizing the built-in High Dynamic Range (HDR) function as part of the Backlighting Mode, and can shoot in High/Low Key, Sepia and Painting Modes. While in Playback Mode, images can also be altered with a Fisheye Effect or Cross Screen Filter.

The design and interface of the COOLPIX P7100 has been created with the shooter in mind. It boasts two command dials including a new front mounted sub-command dial, which can be used to access settings and adjustments while holding the grip of the camera. The dials provide advance control and a sense of analog operation when using the camera for an enjoyable photographic experience. This control is implemented to simplify various operations using minimal controls. The COOLPIX P7100 also features a quick menu dial on the top of the camera. Through the quick menu dial, controls like ISO sensitivity, White Balance, advanced bracketing functions, My Menu, Picture Control and image size can be swiftly selected to capture desired results. Additionally, the camera's Zoom Memory function enables the selection of a desired focal length during shooting.

For those shooting movies, the COOLPIX P7100 records High Definition (HD) movies at 720p (24 fps) with stereo sound through the built-in microphone. Users can also attach an optional external microphone, such as Nikon's ME-1 microphone, via the stereo microphone jack. The P7100 also incorporates new movie recording features such as lens zooming during recording, a gain-up function to adjust the optional external microphone and an AE/AF lock available during recording, which is similar to that of a D-SLR camera. Additionally, the camera includes a mini HDMI connector that enables playback on HD televisions and other HDMI-enabled devices.

The COOLPIX P7100 can be connected to the optional 0.75x Wide-Angle Convertor WC-E75A, which allows for focal lengths as wide as 21mm (35mm format equivalent). P7100 users can also take advantage of Nikon's Creative Lighting System with the built-in accessory shoe that supports Nikon's i-TTL flash control, including compatibility with the SB-400, SB-700 and SB-900 speedlights.

### **Price and Availability**

The Nikon COOLPIX P7100 will be available throughout the United States beginning mid September 2011 at an estimated selling price\* of \$499.95. For more information, 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. 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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*\*Estimated selling price listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time*

### Nikon COOLPIX P7100 Specifications

Effective pixels	10.1 million
Image sensor	1/1.7-in. type CCD, approx. 10.39 total million pixels
Lens	7.1x optical zoom, NIKKOR lens; 6.0-42.6mm (angle of view equivalent to that of 28-200 mm lens in 35mm format); f/2.8-5.6, Digital Zoom: up to 4x (angle of view equivalent to that of approx. 800 mm lens in 35mm format)
Focus range (from lens)	[W]: Approx. 1 ft. 8 in. (50 cm) to $\infty$ , [T]: Approx. 2 ft. 8 in. (80cm) to $\infty$ , Macro close-up mode: Approx. 0.8 in (2 cm) to $\infty$ (wide-angle position)
Monitor	3.0-inch (7.5 cm), approx. 921k-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment, tiltable approx. 81° downward, approx. 105° upward
Storage media	Internal memory (approx. 94 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 100, 200, 400, 800, 1600, 3200, Hi 1 (equivalent to 6400) Auto (auto gain from ISO 100 to 800) High ISO sensitivity auto (ISO 100 to 1600) Fixed range auto (ISO 100 to 200, 100 to 400) Low noise night mode (ISO 400 to 12800)
Interface	Hi-Speed USB
Power sources	One Rechargeable Li-ion Battery EN-EL14* (supplied) AC Adapter EH-5b (used in combination with the Power Connector EP-5A both available separately)
Battery life (EN-EL14)	Still pictures**: Approx. 350 shots Movies****: Approx. 2 h 55 min (HD 720p (1280×720))
Dimensions (WxHxD)	Approx. 4.6 × 3.1 × 1.9 in. (116.3 × 76.9 × 48.0 mm) (excluding projections)
Weight	Approx. 14 oz (395 g) (including battery and SD memory card)
Supplied accessories***	Camera Strap AN-CP21, Rechargeable Li-ion Battery EN-EL14, Battery Charger MH-24 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-EL14 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 movie, the maximum recording time is 29 minutes even when there is enough free space on the memory card.*