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## **READY FOR EXTREME ADVENTURE: THE AW100 IS THE FIRST NIKON COOLPIX BUILT TO CHALLENGE THE ELEMENTS**

*Nikon's Newest COOLPIX Camera Goes Extreme with Compact Rugged Body, CMOS Sensor for Superior Image Quality and GPS Capability*

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**MELVILLE, N.Y. (August 24, 2011)** – Today, Nikon Inc. announced the new COOLPIX AW100, a camera that can stand up to the rigorous expectations of those with an appetite for adventure who demand incredible image quality within a strong, durable body. The waterproof, freeze proof and shockproof COOLPIX AW100 is forged with features for adventure seekers who need amazing image quality and Full High Definition (HD) movie recording to keep pace with their active lifestyle.

The COOLPIX AW100's newly designed rugged chassis is built to withstand harsh environments, yet is compact and lightweight enough to pack for a weekend on the trail. Ready to conquer the rocks, the ice and the waves, the AW100 hosts a myriad of Nikon core technologies aimed at providing stunning images and Full HD 1080p movie recording as well as new GPS technologies for outdoor enthusiasts.

"With detailed engineering and advanced technology, the COOLPIX AW100 is the rugged compact camera for the adventure enthusiast who never slows down and needs a camera that delivers amazing images and stunning Full HD movies without a second thought," said Lisa Osorio, General Manager of Marketing at Nikon Inc. "The AW100 is as tough as the user that needs it, and it offers a sturdy exterior and advanced technology that enables users to capture life's triumphant moments."

### **Adventures Captured with Stunning Detail**

The fast and compact AW100 can be used underwater to a depth of 33 feet, is shock resistant from a drop of five feet and weather resistant down to a frigid 14°F. Whether staring in the face of a raging monsoon or kayaking down the rapids, the battery-chamber, SD card slot, HDMI mini connector and USB/audio video connector are securely covered to prevent intrusion from the elements. Because every extra ounce matters when packing for a trek, the COOLPIX AW100 is one of the thinnest and lightest among true water-proof cameras at approximately 0.9-inches thin and 6.3 ounces light.

Image quality is what sets the COOLPIX AW100 apart from the pack, and the camera features a 16.0-megapixel backside illuminated (BSI) CMOS sensor for improved picture quality even in challenging low-light conditions. Whether scrambling a cliff face in scorching sunlight or carefully treading underneath a dense jungle canopy, users can confidently capture images in a variety of light. The camera uses a high sensitivity mode to capture the action in low-light and also features a maximum ISO of 3200 for the

ability to capture images where lesser cameras do not make the cut. For added versatility, the COOLPIX AW100 also features a 5x Wide Angle Zoom-NIKKOR ED glass lens (35mm equivalent of 28-140mm) to let users shoot wild POV angles and zoom in on the action. When the action starts moving fast, the AW100 helps to create blur free images with the use of Nikon's Vibration Reduction (VR) to minimize camera shake to capture sharp images and HD movies.

### **Engineered with Adventure in Mind**

The COOLPIX AW100 is born to be extreme and includes features created for the adventurer. The new GPS function and internal map display allow photos to be displayed via location information and saves latitude and longitude information in the image data. Consumers can now shoot and track their route with the included Nikon ViewNX2 software, Nikon's picture sharing site [mypicturetown.com](http://mypicturetown.com) or Google Earth™ to pinpoint the exact orientation at the top of a ski slope or display thumbnails together with a map of the terrain. The camera will also track location while not in use so the user can show an accurate map of their travels up the mountain or kayaking down a river. The AW100 also includes an E-compass, allowing the user to orientate via the LCD screen.

The COOLPIX AW100 also features a new Action Control operation, which allows photographers to assign a function to a swinging motion to swiftly select specific settings such as scene mode by simply shaking the camera, avoiding the need to remove gloves in situations like skiing, diving or hiking. The camera has a large 3.0-inch, bright LCD screen with Clear Color Display and anti-reflective coating, providing the ability to see in difficult lighting conditions. Users are also able to mount the camera securely to various mounting systems via the built-in standard tripod mount.

### **Full HD Movie Recording**

Adventure happens fast, and the AW100 is ready to capture Full HD video to document the day's climb, hike, bike or dive. The COOLPIX AW100 can capture stereo audio and has the ability to optically zoom during video recording. In addition to Full HD, the camera features a dedicated movie-record button enabling fast, one-touch recording on the fly. Creative movie making can happen with slow and fast action recording options; shoot slow-motion movies at 60, 120 and 240 frames-per-second (fps) or capture fast motion movies at 15 fps.

### **COOLPIX Technology**

The new COOLPIX AW100 also includes Nikon's EXPEED C2™ image processing engine resulting in enhanced image quality and processing speed. With the high-speed continuous shooting performance of the camera's CMOS sensor, combined pictures are used for challenging lighting conditions. When HDR controls are accessed in Backlighting Scene Mode, the camera combines consecutive images of different exposure so that a wide tonality is achieved.

Additionally, the COOLPIX AW100 includes Easy Auto Mode, which automatically recognizes the shooting situation and adjusts camera settings accordingly for great pictures. The Smart Portrait System incorporates a series of automatic functions including In-Camera Red-Eye Fix™, Face-Priority AF, Face Priority AE, Smile Mode, Blink Warning, Skin Softening and Pet Portrait mode. Additionally, the COOLPIX AW100 comes with the UE-E23, an attachable 40.5mm thread filter mount adapter.

### **Price and Availability**

The new COOLPIX AW100 is scheduled to be available in early September 2011 and will have an estimated selling price \* of \$379.95. It will be available in black, blue and a distinctive, highly visible orange.

## 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 AW100 Specifications:

Effective pixels	16.0 million
Image sensor	1/2.3-in. type CMOS; approx. 16.79 million total pixels
Lens	5× optical zoom, NIKKOR lens; 5.0-25.0mm (angle of view equivalent to that of approx. 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. 560 mm 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 close-up mode: Approx. 0.4 in. (1 cm) to ∞ (wide-angle position)
Monitor	3.0-inch (7.5 cm), approx. 460k-dot, wide viewing angle TFT LCD monitor with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal memory (approx. 83 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-EL12* (included) AC Adapter EH-62F (available separately)
Battery life (EN-EL12)	Still pictures**: Approx. 250 shots Movies****: 1 h 35 min (HD 1080pP (1920×1080))
Dimensions (WxHxD)	Approx. 110.1 × 64.9 × 22.8 mm (4.4 × 2.6 × 0.9 in.) (excluding projections)
Weight	178 g (6.3 oz) (including battery and SD memory card)
Supplied accessories***	Camera Strap AN-CP23, Rechargeable Li-ion Battery EN-EL12, Battery Charger MH-65, USB Cable UC-E6, Audio Video Cable EG-CP16, Filter Attachment UR-E23, 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.*

*\*\*\*\*When recording a single movie, 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.*