



*At the heart of the image™*

# COOLPIX®

Compact Digital Camera Lineup | Spring 2013



*Capture More.  
Feel More.*

[www.nikonusa.com](http://www.nikonusa.com)



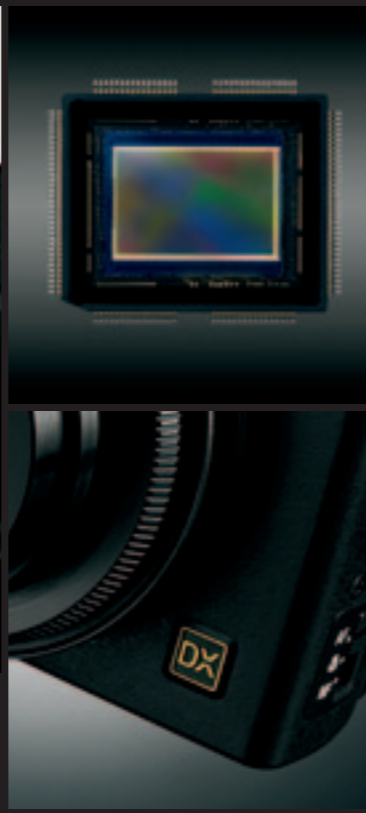
# ADVANCED PERFORMANCE

**Performance cameras with leading technology take image quality higher**

Uncompromised image quality is within your grasp from the first moment you use one of these sleek compact cameras. With NIKKOR glass lenses crafted with special care, to a sensor built to sustain high-quality images even in low light, you'll see these unique details reflected in every photo you take. For a compact and portable camera which provides outstanding images in an inconspicuous body, it doesn't get any better than this.

- Advanced Performance .....P3
- Fun & Innovative .....P9
- Comfort Long Zoom .....P13
- Ultra-Slim Zoom.....P15
- Budget Friendly .....P18
- Premium Features .....P21
- Comparison Guide .....P22





COOLPIX A

# The Premier Point-and-Shoot

— Phenomenal Compact Performance —

When only the best will do in a compact camera, the high performance and superior image quality of the COOLPIX A will surpass all expectations. Crafted with the expertise behind Nikon's famous D-SLRs, this is the first COOLPIX camera to use a DX-sized sensor, more often found in D-SLRs. Now you're even better equipped to take the highest quality photos you've ever taken, all from a compact camera which fits in your pocket.

## Optical quality comparable to a D-SLR

Despite its small size, the fine optics of this ultra-compact 18.5mm\* f/2.8 NIKKOR lens are specially designed to deliver extraordinary sharpness and smooth tonal gradation for consistent high-resolution image quality throughout the entire photograph. Perfect for landscapes, close-up portraits, and group pictures, the versatile wide-angle 18.5 mm\* lens encourages creativity, allowing you to capture more details in a scene. This lens is built to give you outstanding images while delivering a natural, beautiful, circular bokeh (background blur) effect.

\*28 mm equivalent in 35mm format

## The smallest compact camera with a DX-format CMOS sensor

The compact COOLPIX A offers exceptional image quality, combining a DX-sized CMOS sensor that uses 16.2 effective megapixels with a Nikon high-performance EXPEED 2 image-processing engine. Over 12.9 times



larger than a conventional compact camera 1/2.3-in. type sensor, you can expect D-SLR quality pictures with great tonal gradation, and extremely fine detail. Optimized for challenging low-light situations, a unique lens, arranged to enable just the right amount of light to consistently reach the sensor, results in spectacular imagery realizing magnificently sharp, clear and vibrant images from one corner of the picture to another.

## Appreciation for details and the finest materials

Encased in firm aluminum alloy, with a top surface reinforced by magnesium alloy and a leatherette grip, this camera has been crafted from high-quality materials. Cut from a metal block, the buttons, dials and switches are all crafted

to assure comfort in every operation. With manual options you have the ability to control settings and create the picture as you see it. What's more, the menu interface is consistent with the intuitive, efficient interface that has helped make Nikon D-SLRs so prominent.

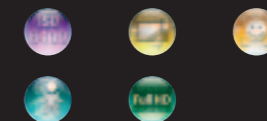
## The versatility to go further

There are plenty of optional accessories available to further your picture-taking abilities and make the results even more creative and enjoyable. Camera attachments, including Nikon Speedlights for flash options, a GPS unit to track where your photos are taken, and a wireless mobile adapter to allow you to instantly upload pictures online will make your camera even more versatile.

## Other features

- 3-inch, approx. 921k-dot, high-resolution display with an integrated panel and glass structure for clear visibility even in bright sunlight
- Full HD movie with stereo sound gives you the best possible quality when you shoot videos
- Wide ISO sensitivity range from ISO 100 to 6400; helps create clearer pictures, even in low-light situations
- Performance-proven Active D-Lighting helps minimize shadows to create an image with the best lighting possible
- Continuous shooting at up to 4 frames per second ensures you never miss a shot
- Electronic virtual horizon and a convenient grid display helps you take photos of landscapes or portraits with perfectly straight angles
- 14-bit RAW (NEF) file format support with in-camera processing allows you to perfect photos after they're taken
- Picture Control for further fine tuning
- Optional Wi-Fi® accessory allows you to share photos directly to your smart device

\*For Wi-Fi compatibility, see back page.



Black

Silver

Notes: Full HD refers to this camera's ability to record movies in 1920 x 1080 format. Images shown on this page are simulated. Wi-Fi® is a registered trademark of the Wi-Fi Alliance.

**Creative control, extraordinary results,  
endless possibilities**



## COOLPIX P7700

12.2 effective megapixels | 7.1x Zoom | 3-inch LCD



**Pocket-sized performance**



## COOLPIX P330

12.2 effective megapixels | 5x Zoom | 3-inch LCD



### Faster shooting, better images with large CMOS image sensor

12.2 effective megapixels deliver pristine, high-resolution images. Over 1.5 times larger than the sensor found in a traditional point-and-shoot, the Backside illumination CMOS image sensor optimizes performance when shooting at night, for beautiful results with fine details. Also helping you nail every shot is high-speed continuous shooting at up to 8 fps (approx.) for full-resolution (4000 x 3000) images\*. \*Up to 6 consecutive images

### Multiple manual settings for precise control

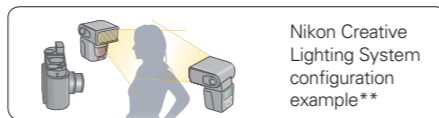
Turn the Mode dial to access the P/S/A/M exposure modes. As you become more advanced in your photography, these modes will become more and more important. Until then, turn the dial to "auto" mode and let the camera choose the advanced settings for you.



#### Other Features

- 3-inch, approx. 921k-dot, vari-angle high-resolution LCD
- EXPEED C2 image-processing engine
- High-quality body with magnesium alloy cover
- COOLPIX Picture Control
- Enhanced NRW (RAW) file format support
- Auto exposure Bracketing of up to 5 frames
- Large, 1/1.7-inch image sensor size
- Accessory terminal for Remote cord and GPS unit (GP-1) connection and external microphone input
- Optional lens hood and remote control available
- Eye-Fi™ card support

Notes: Full HD refers to this camera's ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.



Nikon Creative Lighting System configuration example\*\*

### Nikon Creative Lighting System for illuminating shots

You can use this camera's built-in flash as the "commander" to control compatible Speedlights\*. This wireless, synchronized external flash operation enables creative lighting for clearer images or to achieve dramatic shadows.

\*Compatible Speedlight models: SB-910, SB-900, SB-800, SB-700, and SB-600

\*\*Compatible with Group A only

### Shoot custom movies in Full HD

Movie custom setting allows you to control the way your movie looks visually. Blur the background behind a subject or create other effects by manipulating these settings. Plus, crisp and clear recordings are assured thanks to the Full HD 1080p resolution with stereo sound, which can be enjoyed on high-definition TVs with HDMI connectivity\*.

\*HDMI cable available separately

© Steve Simon



### Outstanding images from a lens that stands out from the rest

Built into this compact camera is a bright f/1.8 NIKKOR lens specially crafted with High-refractive-index glass to achieve superb image sharpness and contrast. It also features lens-shift VR (Vibration Reduction) technology which compensates for camera shake, natural when you're holding the camera. The f/1.8 lens is excellent for shooting indoors and in low light while delivering a natural, beautiful bokeh (background blur) effect.

### Clear photos made possible, even in low light

With 12.2 effective megapixels of imaging power, and a Backside illumination CMOS image sensor, over 1.5 times larger than the sensor on a conventional point-and-shoot, clear high-resolution pictures are yours for the taking. The performance advantages of the larger Backside illumination CMOS image sensor are more than evident in results that are beautiful in every detail, especially when taken at night.

### Plenty of settings to capture just what you're shooting for

A wealth of options is at your command. You can dial your choice of manual exposure modes and "U" (User setting) mode to help you take the exact picture you want. You



#### Other Features

- 3-inch, approx. 921k-dot LCD monitor
- EXPEED C2 image-processing engine
- Record pause function
- Scene auto selector
- Movie editing function
- ACTIVE mode for VR
- Large, 1/1.7-inch image sensor size
- COOLPIX Picture Control
- WU-1a Wireless Mobile Adapter support
- Manual focus available

Notes: Full HD refers to this camera's ability to record movies in 1920 x 1080 format. Images shown on this page are simulated. Wi-Fi® is a registered trademark of the Wi-Fi Alliance.

Conquer distance like never before



## COOLPIX P520

18.1  
effective  
megapixels

42x  
Zoom

3.2-inch  
LCD



### 42x ultra-high-power zoom gives you close-ups from near or far

The tremendous 42x zoom power coupled with a vari-angled LCD display opens up a fantastic range of possibilities and shooting perspectives for you to explore. To enhance image clarity, lens-shift VR (Vibration Reduction) reliably compensates for camera shake that is more likely to occur when shooting at or around the 42x zoom setting. ACTIVE mode can be used to minimize blur effect in photos, which can happen when shooting from a moving vehicle or any other unstable position.



### High image quality, even in low light

18.1 effective megapixels provide plenty of power to deliver high-resolution images. And a high-sensitivity Backside illumination CMOS image sensor receives more light than conventional sensors to record higher quality images, especially when taking pictures in Night landscape mode.

### GPS recording tells you where you took your best shots

With an onboard database of about 1.86 million POI (Points of Interest), built-in GPS gives you extensive capability to quickly record, store and confirm the names of locations where you took your pictures. The recorded GPS information can be displayed on the "NIKON IMAGE SPACE" map view or through photo-editing software on your computer.

### Don't wait to share photos

Optional Wi-Fi® accessory, WU-1a Wireless Mobile Adapter is a small adapter which easily plugs into the camera and allows users to instantly share photos from the camera to a smart device.

\*For Wi-Fi compatibility, see back page.

#### Other Features

- 3.2-inch, approx 921K-dot swivel LCD
- EXPEED C2 image-processing engine
- COOLPIX Picture Control
- Scene auto selector
- WU-1a Wireless Mobile Adapter support
- 19 optimized scene modes
- Full HD 1080/60i movie recording
- Manual focus available

# FUN & INNOVATIVE

Unique capabilities provide a fun element to taking pictures

Above everything else, picture-taking should be fun. These cameras offer a variety of ways to capture every memory and event without slowing down the action.

Each model unique in its own way, they all come together to give you more ways to join the fun while you capture the moment.



For moments worth sharing,  
in an instant



## COOLPIX S800c

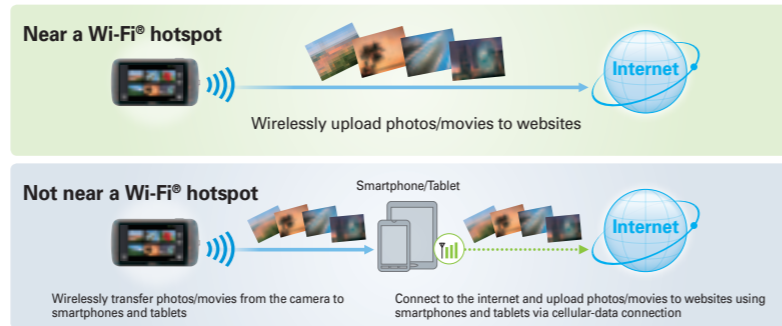
16.0 effective megapixels | 10x Zoom | 3.5-inch OLED | White | Black



### Let Android™ set you free



Now that COOLPIX is powered by Android and has built-in Wi-Fi®, uploading your favorite pictures is simple. Download your favorite photo apps directly to the COOLPIX S800c with Google Play™. It can download pictures posted by your friends and family so you can view them on your 3.5-inch, approx. 819k-dot, high-resolution, OLED touch screen. Plus, you can wirelessly transfer images from your camera to smartphones and tablets. It's simple, it's fast, and it's totally wireless.



#### Other Features

- 3.5-inch, approx. 819k-dot, high-resolution OLED monitor
- Easy auto mode
- Special effects available when shooting pictures or movies
- Android 2.3
- Wi-Fi® (IEEE 802.11b/g/n)
- Built-in GPS
- "my Pictown for Android" app is available

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### Exquisitely compact, exclusively Nikon



## COOLPIX S01

10.1 effective megapixels | 3x Zoom | 2.5-inch LCD | Mirror Silver | Pink | Red | White



### A new dimension in small dimensions

Small enough to hide under a credit card, the COOLPIX S01 is uniquely compact. Measuring only 3.1 inches/77 mm lengthwise, and 0.7 inch/17.2 mm in thickness, it will fit into your pocket or bag with room to spare. And weighing less than 3.4 oz/96 g, you'll take it everywhere. You'll be impressed with its solid, high-quality look.

### Easy to use touch screen

Four large icon-based touch buttons appear on the screen, so anyone can easily master the camera's operations. Pressing the screen for a few seconds calls up a shortcut menu to access certain functions directly, without having to dig through layers of menus. You can also customize the home menu.



#### Other Features

- 2.5-inch, approx. 230k-dot, LCD
- EXPEED C2 image-processing engine
- HD movie recording
- Easy auto mode
- NIKKOR lens with 3x optical zoom
- Built-in flash

Notes: Storage media consists of an internal memory only (approx. 7.3 GB). Battery is built-in and cannot be removed from the camera.

### Born to be extreme



## COOLPIX AW110

16.0 effective megapixels | 5x Zoom | 3-inch OLED



### Built Rugged

This camera can dive to underwater depths of 59 ft/18 m while capturing photos you thought were never possible. Beyond that, it can withstand temperatures down to 14°F/-10°C and the shock of being dropped from heights of up to 6 ft 6 in./2 m, for outstanding durability even under severe conditions. When you need a camera to capture all of the action, whatever the destination, the AW110 is built tough enough to get the job done, and does it well.

### Capture the true conditions, wherever you are

With built-in GPS incorporating approx. 1.86 million POI (Points of Interest) information, log functions and World map, the camera can record its location for any picture or movie and can even show the route taken. Monitor progress along the way, using the



### 3-inch OLED monitor optimizes visibility even in sunlight

Technology for vastly higher contrast, clearer color and true blacks goes into a large 3-inch, high-definition OLED monitor reproducing very detailed images that are highly visible during shooting and playback even in strong sunlight or underwater.

### Share epic shots as soon as they're taken

Sharing high-quality images and movies is simple. The AW110's built-in connectivity feature can transfer its contents to compatible Wi-Fi®-equipped smartphones, tablets and other smart devices, for uploading to social networking sites.

\*For Wi-Fi compatibility, see back page.

altimeter or depth gauge readings at regular intervals of your choice. You can even use the barometer (atmospheric pressure values) reading to forecast weather when hiking or climbing. Data for altitude, water depth, atmospheric pressure, latitude/longitude, compass and date/time your picture was taken can all be included on your images.

#### Other Features

- EXPEED C2 image-processing engine
- Backside illumination CMOS sensor
- Full HD 1080 movie recording with stereo sound
- Electronic compass
- Displays atmospheric pressure values
- Action control
- "Erase GPS data" function employed
- "Data imprint" function includes data information such as altitude on images

## Photo fun for the family



# COOLPIX S31

10.1 effective megapixels | 3x Zoom | 2.7-inch LCD

### Built for every family member to love

This camera is built to be safe and durable enough for everyone to have fun with. If dropped, it can resist the shock of an impact from a height of up to 3.9 ft/1.2 m. Its unique design makes it easy for even small hands to grip firmly without slipping. Buttons are optimally positioned for two-handed operation. A back panel area for fingers to rest comfortably also ensures secure handling.

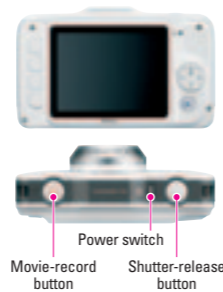
### Water resistance to 16.4 ft/5 m depth adds to the fun

Water and dust resistance prevents damage to the camera when dropped or submerged in water down to 16.4 ft/5 m deep, so you can take pictures in all of the places your family has fun — even underwater, without worrying about the camera being damaged.



### Large buttons with a simple layout make taking pictures easy

Simplicity is essential to this camera's smart design. Buttons are carefully positioned and sized so that virtually anyone can manipulate them. Four buttons on the back panel, for example, are intuitively aligned to ensure effortless operation. And the user interface menu is not only simple to understand — it is also easy to view, thanks to the large, clear LCD monitor on which it appears.



### Gather family and friends and share photos with a slide show

A built-in album-making feature lets you create original scrapbooks or slide shows of favorite pictures with animated effects and music. For each picture, two voice messages can be recorded for sharing personal thoughts about precious memories with friends and family.

### Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- HD 720p movie recording
- 10.1 effective megapixels achieved with CCD image sensor
- 9 optimized scene modes

# COMFORT LONG ZOOM

Long zoom power and easy operation go to great lengths

These cameras pack far-reaching zoom capability into larger, more comfortable designs. Lens-shift VR technology will ensure each of your photos is satisfyingly crisp and clear, even when fully zoomed in or in low light. Using these cameras will open opportunities for you to shoot fantastic images, near or far.



Beautiful memories from any distance



## COOLPIX L820

16.0 effective megapixels | 30x Zoom | 3-inch LCD

Black | Plum | Red

Versatile lens gives you the best picture in any situation



Catch detailed close-ups from any distance or broad group shots and landscapes with a powerful 30x zoom NIKKOR ED glass lens which covers a vast focal range of 22.5 mm wide-angle to 675 mm super-telephoto\*. The power of 16.0 effective megapixels, combined with the excellent low-light capabilities of a Backside illumination CMOS image sensor

give you excellent image quality in any situation.

\*35mm format equivalent

Enjoy photos right after they're taken

A large 3-inch, 921k-dot, high-resolution TFT LCD display enhances the experience of shooting and playback. Enjoy the photos and movies you just created by comfortably viewing right from your camera.

### Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Eye-Fi™ card support
- Easy auto mode and Smart portrait system employed
- Uses readily available R6/AA-size batteries
- Special effects and Filter effects
- 3-inch, approx. 921k-dot, high resolution LCD monitor
- Ergonomic design
- Lens-shift VR (Vibration Reduction)
- Smart portrait system

Brilliantly simple, yet incredibly capable



## COOLPIX L610

16.0 effective megapixels | 14x Zoom | 3-inch LCD

Silver | Black | Red

14x optical zoom with VR (Vibration Reduction)

The 14x zoom NIKKOR ED glass lens covers a focal range of 25 mm wide-angle to 350 mm telephoto\*, providing beautiful results whether your subject is up close or far away. Its lens-shift VR (Vibration Reduction) system automatically compensates for camera shake and provides sharp, clear images and movies.

\*35mm format equivalent

16.0 effective megapixels for superior low-light performance

The Backside illumination CMOS image sensor offers superior efficiency in capturing incoming light. This ability to capture more visual information contributes to high image quality, and the difference will be especially noticeable in images taken in dimly lit rooms and other dark environments.



Without VR



With VR

### Other Features

- 3-inch, approx. 460k-dot, high-resolution LCD monitor
- EXPEED C2 image-processing engine
- Special effects available when shooting pictures or movies
- Filter effects available for stored images
- Uses readily available R6/AA-size batteries
- Macro shooting from as close as 0.4 inch
- Smart portrait system
- 19 optimized scene modes
- Target finding AF

# ULTRA-SLIM ZOOM

Extend your perspective

These Nikon compacts have the advanced features and range to give you what you need to take the best picture from any distance. With Backside illumination CMOS image sensors, these cameras draw in the most light available, giving you well-lit photos even in low-light settings. To top that off, an easy-to-use interface and a large 3-inch LCD display make taking photos, shooting movies, and playing back a breeze!

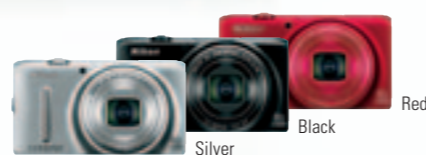


Slim, stylish, and connected



## COOLPIX S9500

18.1 effective megapixels | 22x Zoom | 3-inch OLED



### Slim and compact with 22x high-power zoom

Featuring a NIKKOR lens with a long 22x optical zoom covering from wide-angle 25 mm to super-telephoto 550 mm\*, this very slim, sleek camera packs the power you need for a new perspective. The imaging power of 18.1 effective megapixels and the Backside illumination CMOS image sensor allow you to brilliantly capture open landscapes or zoom in for an extreme close-up, even under low-light conditions. Additionally, combination of lens shift and electronic VR (Vibration Reduction) technology helps ensure your

shots are unaffected by camera shake — even when zoomed in. This comprehensive capability comes together in a compact form that fits so comfortably in your hand that you can easily take it along to enjoy anywhere. \*35mm format equivalent

### 3-inch OLED monitor boosts clarity and vividness

The large 3-inch, high-definition OLED monitor shows outstanding detail with the help of advanced technology that achieves superior contrast, truer blacks and clearer colors. Every aspect of the camera's function has been engineered to optimize comfort, down to the smartly designed buttons for user-friendly menu operation.

### GPS with logging, POI and Electronic compass

Not only does a built-in GPS chip record location data for each shot when enabled, it can also keep track of where you are even when you're not taking pictures. An onboard



database of approximately 1.86 million POI (Points of Interest) lets you check and record the name of your shooting location. Moreover, an Electronic compass function displays the camera's orientation when shooting and records the location, for handy reference when the image is viewed afterwards on a computer.

### Built-in connectivity makes it simple to share your memories

Now it's easy to share great memories! The S9500 not only takes high-quality images and movies — it can also send them to smart devices for uploading to social networking sites (SNS).

\*For Wi-Fi compatibility, see back page.

### Enhance your image with Quick effects

A new Quick effects function allows you to easily apply an effect of your choice. Whether you want to achieve a Toy camera effect, selective color or another look, this feature will make it easy for you to explore your creative options.

#### Other Features

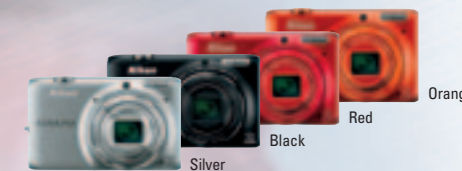
- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Glamour retouch enhances images
- Record pause function saves a sequence of desired scenes as a single file
- Special effects that can be applied to both stills and movies
- Built-in Wi-Fi® support
- Full HD movie recording

Big zoom. Instant sharing.



## COOLPIX S6500

16.0 effective megapixels | 12x Zoom | 3-inch LCD



### Shoot the best image every time

The S6500 has 16.0 effective megapixels and Backside illumination CMOS image sensor, which allows for fantastic image quality, even in low light. Built-in lens-shift VR technology minimizes camera shake so you can capture clear, beautiful pictures even when shooting at the maximum telephoto position of the zoom range. High resolution ensures brilliant results whether you've zoomed way out to take in a big open vista or zoomed closely in for a stunning portrait.



### Ready to share in an instant

Expect plenty of "Likes" on the photos and videos you share with the COOLPIX S6500. When you're ready to share your best shots, built-in Wi-Fi® helps you get them online faster and easier than ever.

\*For Wi-Fi compatibility, see back page.

### Capture every perspective

12x optical zoom with wide-angle 25 mm\* coverage provides an exceptionally versatile range in a slim, stylish, comfortable-to-hold camera. With the ability to capture all

perspectives in a scene, you'll never want to take the same picture twice.

\*35mm format equivalent

### Intelligent AF keeps you focused in a variety of situations

Target finding AF automatically focuses on the subject you desire. When photographing people, face-detection technology helps maintain accurate focus to ensure sharp images. For other types of subjects, subject-prediction technology automatically judges the main subject, and sets the AF area to match its size and position to achieve sharp focus. With an AF system this intelligent, you'll always capture that magical moment.



Face-detection technology selects and focuses on people's faces



Subject-prediction technology selects and focuses on main subjects

#### Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Special effects available when shooting pictures or movies
- Quick effects for taken images
- Enhanced Glamour retouch
- Smile timer continuous mode for best smile function
- Full HD movie recording
- 3-inch, approx. 460k-dot LCD monitor
- Built-in Wi-Fi® support

Notes: Full HD refers to this camera's ability to record movies in 1920 x 1080 format. Images shown on this page are simulated. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance.

# BUDGET FRIENDLY

## Picture-taking made fun and easy

These stylish and simple COOLPIX compacts are always ready to shoot a memorable moment without hassle. Intuitive menus provide easy access to settings and more. A dedicated button makes it a snap to capture Full HD video.

A wide selection of colors ensures you'll find the right camera for you.



Beautiful photos. Instant sharing.



## COOLPIX S5200



### Excellent image quality, even in low light

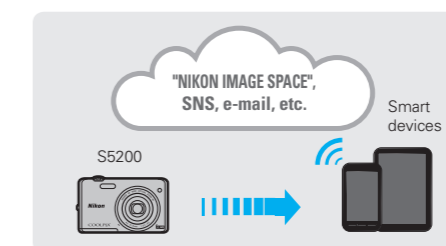
The 16.0 effective megapixels achieved with the Backside illumination CMOS image sensor allow for the best possible

images, even in low light. Night landscape and Backlighting modes can be used to create a particularly brilliant effect. Easily share high-quality photos and movies by sending to your smart device.

### Point, shoot, and share

Capture breathtaking photos and Full HD 1080p videos with ease and instantly share them to your compatible smartphone, tablet, or compatible Wi-Fi® device. From there, you can use your smart device to upload to all of your favorite websites as usual.

\*For Wi-Fi compatibility, see back page.



### 6x optical zoom and highly efficient lens-shift VR

The 6x optical zoom lens covers a wide-angle 26 mm to telephoto 156 mm focal range\* so you can zoom in for portraits or zoom out for wider, landscape shots. Furthermore, lens-shift VR (Vibration Reduction) helps keep images consistently clear, effectively compensating for camera shake. Whatever you're shooting, you'll get crisp, beautiful images to capture every memory.

\*35mm format equivalent

### Shoot home movies in Full HD

Crisp and clear videos are possible thanks to Full HD 1080p resolution with stereo sound. Capture the action, then connect to an HDTV\* to watch your video come alive.

\*TVs with HDMI connectivity

### Other Features

- High-performance NIKKOR lens
- Quick effects for taken images
- Built-in Wi-Fi® support
- Special effects available when shooting pictures or movies
- Smile timer continuous mode for best smile function
- Enhanced Glamour retouch
- 3-inch, approx. 460k-dot LCD monitor

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Simplicity. Reach. Style.



## COOLPIX S3500

- 20.1 effective megapixels
- 7x Zoom
- 2.7-inch LCD
- Color options: Silver, Red, Purple, Orange, Decorative Pink



### Aim for the best shot

A NIKKOR lens with 7x zoom covering a range from wide-angle 26 mm to telephoto 182 mm\* allows you to zoom in for portraits or zoom out for wider, landscaped shots. Paired with Nikon's lens-shift VR (Vibration Reduction), both features complement each other to help capture the consistently sharp, beautiful pictures that you aim for.

\*35mm format equivalent

#### Other Features

- High-performance NIKKOR lens
- Quick effects that can be applied after shooting and during playback
- Special effects available when shooting pictures or movies
- Smart portrait system
- Scene auto selector
- 2.7-inch LCD monitor
- EXPEED C2 image-processing engine
- 20.1 effective megapixels
- Enhanced Glamour retouch function

### Beautiful memories made easy



## COOLPIX L28

- 20.1 effective megapixels
- 5x Zoom
- 3-inch LCD
- Color options: Silver, Black, Red



### High picture quality in high resolution

This camera is capable of high picture quality with 20.1 effective megapixels achieved by a CCD image sensor, excellent for high-resolution images in fine detail. Print images in a wide variety of sizes to give as gifts or use as décor in your home.

### Good shots made simple

With Easy auto mode, you can simply turn on the camera and start shooting. Scene auto selector determines the appropriate settings depending on range, lighting and subject type before

choosing the optimal scene mode from among Portrait, Night portrait, Night landscape, Landscape, Backlighting and Close-up.

#### Other Features

- High-performance NIKKOR lens
- Smart portrait system
- Motion blur reduction
- Electronic VR (Vibration Reduction)
- 5x zoom with 26 mm capability
- 3-inch LCD monitor
- One-touch 720p HD movie recording
- Stylish body with high-grade metallic exterior
- Uses readily available R6/AA-size batteries

## COOLPIX PREMIUM FEATURES



Optical Vibration Reduction (VR)

This technology helps counteract the natural shake which occurs when you hold the camera to help ensure beautifully clear and sharp images.

- P7700 P330 P520 S800c AW110 L820 L610
- S9500 S6500 S5200 S3500



Motion Blur Reduction

Beautiful, clear images can be taken with Motion blur reduction thanks to the Motion detection function that automatically selects certain settings to compensate for subject movement or camera shake.

- P330 P520 S800c S01 AW110 S31 L820
- L610 S9500 S6500 S5200 S3500 L28



High ISO Sensitivity

High ISO capability permits the maximum use of available natural light, avoiding the need for flash or long exposure times. By enabling the selection of faster shutter speeds, it also makes it easier to capture fast-moving subjects with greater clarity.

All models



Backside illumination CMOS Image Sensor

Backside illumination structure improves image sensor sensitivity and noise reduction to realize increased performance in night scenes or dark indoor situations.

- P7700 P330 P520 S800c AW110 L820 L610
- S9500 S6500 S5200



Clear Color Display

Nikon's innovative Clear color display technology improves visibility for a more vivid, clearer image preview and playback.



The Clear color difference

- A P7700 P330 P520 S800c AW110 L820 L610 S9500 S6500 S5200



Touch Screen

Simply touch the screen to select your subject, lock autofocus and exposure, zoom in for close-ups, or to scroll through and select images for viewing.

- S800c S01



Smart Portrait System

Each of the advanced functions of the Smart portrait system is designed to help produce consistently great portraits.

- Skin Softening ● Face-Priority AF ● Smile Timer
- Blink Warning ● Blink Proof ● In-Camera Red-Eye Fix

\*Availability of functions featured on the Smart portrait system varies according to camera model

All models



Scene Auto Selector/Easy Auto Mode

These functions provide quick, carefree picture-taking in a variety of situations by determining the subject and surrounding conditions, and then automatically selecting the appropriate scene mode for the shot\*.

\*Available as "Point and Shoot" on the S31

- P7700 P330 P520 S800c S01 AW110 S31
- L820 L610 S9500 S6500 S5200 S3500 L28



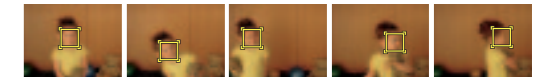
Target Finding AF

Target finding AF instantaneously assesses the intended subject and automatically adjusts the AF area according to its size to assure clearly focused images.

- P7700 P330 P520 L610 S9500 S6500 S5200



Subject Tracking



Subject tracking enhances your shooting experience by following the movement of your subject.

- A P7700 P330 P520 S800c AW110 S9500
- S6500 S5200 S3500



Full HD Movie



HD Movie

Those marked with the Full HD logo can record at 1920 x 1080 pixels (1080p).

- A P7700 P330 P520 S800c
- AW110 L820 L610 S9500 S6500
- S5200

COOLPIX cameras that carry the HD logo can record at 1280 x 720 pixels (720p).

- S01 S31 S3500 L28



Rugged Reliability

Water-resistant, shock-resistant, and weather-resistant COOLPIX models are built tough enough to perform well while enjoying outdoor activities at any time of the year.

- AW110 S31



Built-in GPS

A high-performance GPS chip records the latitude and longitude, locating where each picture was taken.

- P330 P520 S800c AW110 S9500



Built-in World Map

Offers a handy reference by displaying the location where pictures were taken, or the route defined by log records made using the GPS chip.

- AW110



3D Photography

3D image shooting capability makes it easy to create composite images that achieve realistic playback on 3D-capable TVs and computers.



- P7700 P330 P520 AW110
- L820 L610 S9500 S6500 S5200



Wireless Image Transfer

The camera has a built-in communication function that allows transmission of still images and movies to smart devices over wireless LAN networks.

- S800c AW110 S9500 S6500 S5200

ADVANCED PERFORMANCE CAMERAS

NEW



COOLPIX A



COOLPIX P7700

NEW



COOLPIX P330

NEW



COOLPIX P520

<b>Number of effective pixels</b>	16.2 million (DX-format sensor)	12.2 million (1/1.7-inch sensor)	12.2 million (1/1.7-inch sensor)	18.1 million
<b>Lens</b>	NIKKOR lens; 18.5 mm (35mm [135] format equivalent: 28 mm); maximum aperture: f/2.8	NIKKOR lens with 7.1x optical zoom; 6.0-42.8 mm (35mm [135] format equivalent: 28-200 mm); f/2-4	NIKKOR lens with 5x optical zoom; 5.1-25.5 mm (35mm [135] format equivalent: 24-120 mm); f/1.8-5.6	NIKKOR lens with 42x optical zoom; 4.3-180 mm (35mm [135] format equivalent: 24-1000 mm); f/3-5.9
<b>Monitor</b>	3-in., approx. 921k-dot, wide-viewing angle, TFT LCD with anti-reflection coating	3-in., approx. 921k-dot, wide-viewing angle, swivel TFT LCD monitor with anti-reflection coating	3-in., approx. 921k-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating	3.2-in., approx. 921k-dot, wide-viewing angle, swivel TFT LCD monitor with anti-reflection coating
<b>Connectivity</b>	Eye-Fi™ card support/ WU-1a Wireless Mobile Adapter	Eye-Fi™ card support	Eye-Fi™ card support/ WU-1a Wireless Mobile Adapter	Eye-Fi™ card support/ WU-1a Wireless Mobile Adapter
<b>Movie Recording</b>	Full HD (1920 x 1080)	Full HD (1920 x 1080)	Full HD (1920 x 1080)	Full HD (1920 x 1080)

FUN & INNOVATIVE CAMERAS

NEW



COOLPIX S800c



COOLPIX S01



COOLPIX AW110

NEW



COOLPIX S31

<b>Number of effective pixels</b>	16.0 million	10.1 million	16.0 million	10.1 million
<b>Lens</b>	NIKKOR lens with 10x optical zoom; 4.5-45.0 mm (35mm [135] format equivalent: 25-250 mm); f/3.2-5.8	NIKKOR lens with 3x optical zoom; 4.1-12.3 mm (35mm [135] format equivalent: 29-87 mm); f/3.3-5.9	NIKKOR lens with 5x optical zoom; 5.0-25.0 mm (35mm [135] format equivalent: 28-140 mm); f/3.9-4.8	NIKKOR lens with 3x optical zoom; 4.1-12.3 mm (35mm [135] format equivalent: 29-87 mm); f/3.3-5.9
<b>Monitor</b>	3.5-in., approx. 819k-dot, OLED monitor with touch screen control and anti-reflection coating	2.5-in., approx. 230k-dot, TFT LCD monitor with touch screen control and anti-reflection coating	3-in., approx. 614k-dot, OLED monitor with anti-reflection coating	2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
<b>Connectivity</b>	Built-in Wi-Fi® support	—	Built-in Wi-Fi® support/ Eye-Fi™ card support	—
<b>Movie Recording</b>	Full HD (1920 x 1080)	HD (1280 x 720)	Full HD (1920 x 1080)	HD (1280 x 720)

COMFORT LONG ZOOM CAMERAS

NEW



COOLPIX L820



COOLPIX L610

NEW



COOLPIX S9500

NEW



COOLPIX S6500

<b>Number of effective pixels</b>	16.0 million	16.0 million	18.1 million	16.0 million
<b>Lens</b>	NIKKOR lens with 30x optical zoom; 4.0-120.0 mm (35mm [135] format equivalent: 22.5-675 mm); f/3-5.8	NIKKOR lens with 14x optical zoom; 4.5-63.0 mm (35mm [135] format equivalent: 25-350 mm); f/3.3-5.9	NIKKOR lens with 22x optical zoom; 4.5-99.0 mm (35mm [135] format equivalent: 25-550 mm); f/3.4-6.3	NIKKOR lens with 12x optical zoom; 4.5-54.0 mm (35mm [135] format equivalent: 25-300 mm); f/3.1-6.5
<b>Monitor</b>	3-in., approx. 921k-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating	3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating	3-in., approx. 614k-dot, wide-viewing angle, OLED monitor with anti-reflection coating	3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating
<b>Connectivity</b>	Eye-Fi™ card support	Eye-Fi™ card support	Built-in Wi-Fi® support/ Eye-Fi™ card support	Built-in Wi-Fi® support/ Eye-Fi™ card support
<b>Movie Recording</b>	Full HD (1920 x 1080)	Full HD (1920 x 1080)	Full HD (1920 x 1080)	Full HD (1920 x 1080)

BUDGET FRIENDLY CAMERAS

NEW



COOLPIX S5200

NEW



COOLPIX S3500

NEW



COOLPIX L28

<b>Number of effective pixels</b>	16.0 million	20.1 million	20.1 million
<b>Lens</b>	NIKKOR lens with 6x optical zoom; 4.6-27.6 mm (35mm [135] format equivalent: 26-156 mm); f/3.5-6.5	NIKKOR lens with 7x optical zoom; 4.7-32.9 mm (35mm [135] format equivalent: 26-182 mm); f/3.4-6.4	NIKKOR lens with 5x optical zoom; 4.6-23.0 mm (35mm [135] format equivalent: 26-130 mm); f/3.2-6.5
<b>Monitor</b>	3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating	2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating	3-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
<b>Connectivity</b>	Built-in Wi-Fi® support/ Eye-Fi™ card support	Eye-Fi™ card support	Eye-Fi™ card support
<b>Movie Recording</b>	Full HD (1920 x 1080)	HD (1280 x 720)	HD (1280 x 720)

## Innovation for Imaging Excellence



### NIKKOR®

NIKKOR lenses have long met the exacting standards of top professional photographers, and they continue to demonstrate Nikon's total commitment to craftsmanship and reliability in today's world of digital photography.



### EXPEED C2

EXPEED C2 continues to expand the possibilities of photography with improved levels of high image quality, fine detail and processing speed. Engineered to deliver optimal performance on each COOLPIX model, the latest evolution of Nikon's renowned digital image-processing engine helps ensure beautiful photographs of every scene you shoot.

[www.nikonusa.com](http://www.nikonusa.com)



#### Versatile ViewNX 2

Exclusive Nikon software designed to make photography more fun is available on supplied CD-ROM or can be downloaded from Nikon website.

**20GB FREE storage with NIKON IMAGE SPACE**  
Nikon's new and improved image sharing and storage service

## NIKON IMAGE SPACE

<http://nikonimagespace.com>



<http://www.nikon-npci.com>

#### Wi-Fi COMPATIBILITY

Cameras having Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The Wireless Mobile Utility application must be installed on the device before it can be used with these cameras. Compatibility information can be found, and the application can be downloaded, at:



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**WARNING**

**TO ENSURE CORRECT USAGE, READ MANUALS CAREFULLY BEFORE USING YOUR EQUIPMENT. SOME DOCUMENTATION IS SUPPLIED ON CD-ROM ONLY.**



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