

DIGITAL SLRS

A Passion for Achieving Impossibly Beautiful Images

Groundbreaking technology. Meticulous engineering. Precision manufacturing. Thoughtful ergonomics. They all contribute to the legendary performance of Nikon digital SLR cameras. The defining element of every Nikon digital SLR is our uncompromising passion for excellent photography.

Nikon FX-format digital SLRs have redefined the power and versatility of digital photography. The flagship D3X, featuring the Nikon-original 24.5-megapixel FX-format (35.9mm x 24.0mm) CMOS imaging sensor, and the D3S, with its astounding ability to capture commercial-quality, low-noise/high ISO images and HD video, unleash new creative possibilities. The D700 offers many of the imaging capabilities of the already legendary D3, but in a more compact body.

Nikon DX-format digital SLRs, like the flagship 12.3-megapixel D300S, also incorporate many of the D3's advances. The new D7000 introduces advanced EXPEED 2 image processing, full 1080p HD movies, and an all-new 2,016-pixel RGB 3D Color Matrix Metering sensor. The D3100,

bundled with the 18–55mm Zoom-NIKKOR VR image stabilization lens, also includes EXPEED 2 and full 1080p HD movie capability, and its Guide Mode makes taking great pictures easy. Featuring a Vari-Angle LCD monitor, full HD movie capabilities, a new Effects Mode, and a new HDR setting for great shots in high-contrast conditions, the all-new D5100 gives your imagination a powerful springboard. With the D90, the first digital SLR with to offer video capture, the D5000, and the D3000, there's a Nikon DX-format camera perfectly suited to virtually any task or skill level.

Whatever Nikon digital SLR you choose, you'll have the power, precision, and versatility to produce breathtaking images made possible by your passion and ours.



Nikon Digital SLR Technology

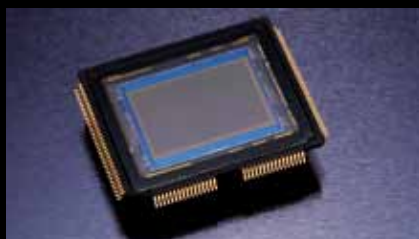
EXCEPTIONAL IMAGE QUALITY



© Joe McNally



D3S CMOS image sensor:
36.0 x 23.9 mm Pixel size: 8.45 x 8.45 μm



D7000 CMOS image sensor:
23.6 x 15.6 mm Pixel size 4.8 x 4.8 μm

Discerning photographers are known for testing the boundaries of their equipment, pushing it as far as they can to capture the most powerful images possible. For over 75 years, Nikon has dedicated itself to the development of equipment that helps photographers go the extra mile. The Nikon FX-format and DX-format CMOS sensors are a reflection of that dedication.

Used in the groundbreaking D3S and then further advanced for the extreme resolution requirements of the D3X, Nikon utilizes its proprietary FX-format sensor for striking tonal gradation and fine detail. This same mastery continues in the DX-format series D300S, D7000, D90, D5100, D5000, D3100 and D3000 as well. Constantly reaching for higher levels of performance and versatility, Nikon engineers continually refine image quality to further expand the boundaries of performance in ways that were once considered impossible.

As a result, Nikon FX-format and DX-format image sensors capture the incoming light delivered by NIKKOR lenses with unrivaled accuracy. This in turn contributes to a significantly higher signal-to-noise ratio and exceptionally wide dynamic range, which translates into unmatched image quality throughout the broadened ISO sensitivity range for both still images and Full HD or HD D-movies.

EXPEED AND EXPEED 2: NIKON'S COMPREHENSIVE APPROACH TO QUALITY DIGITAL IMAGES



INSPIRATION:

Superior image processing relies on one simple truth: no shortcuts. Nikon knows that in order to deliver the most practical and versatile performance possible, image quality, accuracy and speed must be treated as equal partners of equal importance.

Further refining these essential performance requirements is what brought about EXPEED and EXPEED 2, Nikon's fast, comprehensive and energy-efficient approach to in-camera image processing. Thanks to this engineered intelligence for image integrity, your Nikon D-SLR camera will deliver quality images all on its own.

IMPROVED TONAL GRADATION

The dynamic range of Nikon's broad line-up of D-SLR's has broadened to such an extent that you can expect finer tonal gradation in highlight areas - even with extremely bright subject matter, such as snow-covered landscapes or a bride's beautiful white gown, shot in harsh sunlight.

EDGE-TO-EDGE SHARPNESS: LATERAL CHROMATIC ABERRATION REDUCTION

Another huge advantage you can rely on in select D-SLR's Nikon's lateral chromatic aberration reduction technology. This function corrects the color fringes or chromatic aberration that would otherwise appear at the edges of your images. Because lateral chromatic aberrations are corrected regardless of lens type; whether telephoto, wide-angle, fisheye, non-CPU and other types of NIKKOR lenses; this feature contributes substantially to the sharper images that professionals demand.



SAMPLE PHOTO with ISO 12800

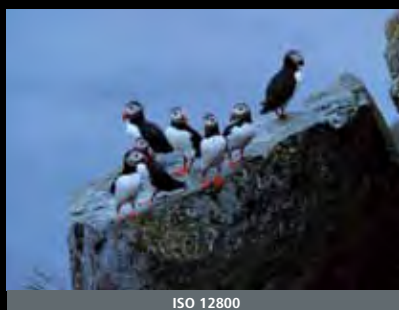
©Bill Frakes

ISO SENSITIVITY: STRIKINGLY HIGH IMAGE QUALITY UP TO ISO 12800

D3S: STANDARD ISO 200 TO 12800, EXPANDABLE FROM ISO 100 TO ISO 102400

D3X: STANDARD ISO 100 TO ISO 1600, EXPANDABLE FROM ISO 50 TO ISO 6400

NATURAL-LOOKING IMAGES WITH AN AMAZINGLY LOW DEGREE OF NOISE, EVEN WITH HIGH ISO



ISO 12800



Hi 3 (ISO 102400)

©Vincent Munier

ADVANCED NOISE REDUCTION AT HIGH ISO FOR NATURAL-LOOKING RESULTS

Nikon's exceptionally high ISO performance applies similarly to both still and movie images, so you can be sure that these improvements will give you more opportunities to capture winning shots. Low-noise performance is an integral part of the core engineering of all of Nikon's D-SLR's. Long before you select the noise reduction function, the image sensors of our cameras are minimizing the noise and maintaining the integrity of every image you take.

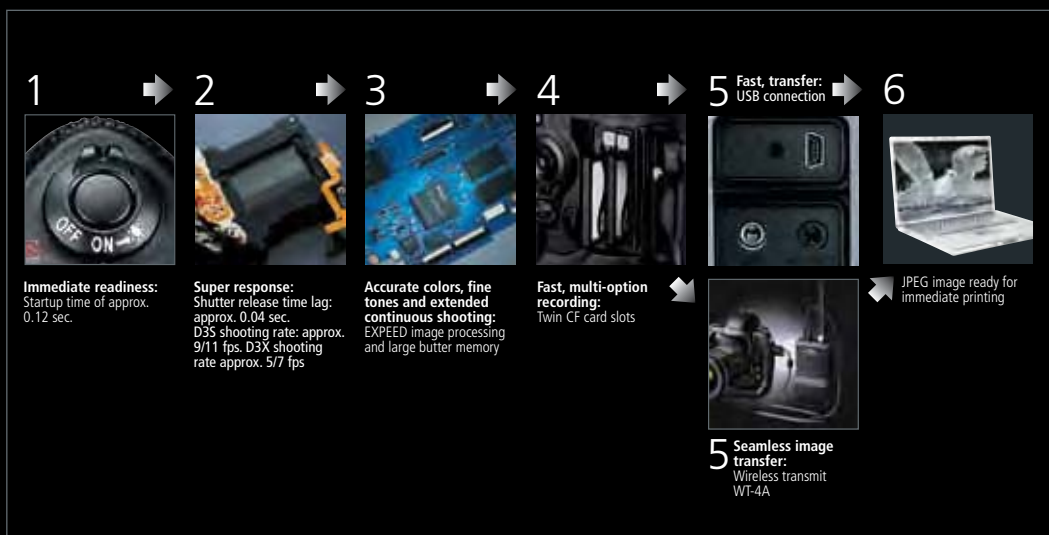
Nikon Digital SLR Technology

SPEED & ACCURACY



In many fields of photography, reflexes and timing can make or break an important shot. That's why Nikon's engineers set out to continually improve the response time and overall speed of Nikon D-SLR cameras. Indeed, the FX-format D3S at 9 fps, the D3X with its 24.5 megapixels at 5 fps and D700 at 5 fps mark incredible breakthroughs. The lightning fast responses for Nikon's DX-format cameras such as the D300S at 7 fps and D7000 at 6 fps give you options to master any shooting situation. The result of all this engineering is that photographers are empowered to shoot with more fluidity – when they need it.

SPEED AND READINESS THROUGHOUT THE WORKFLOW



Nikon understands that for professional digital photography, exceptional speed means little unless it is supported throughout the entire process. That's why Nikon has optimized the D3 series, D700, D300S and D7000 workflow speed and fluidity from setup to shooting to data recording and image transfer. Auto focusing, image processing, buffer memory, memory access, memory card recording, USB interface and an optional wireless transmitter have all been optimized for a comprehensive approach that improves your creative flow dramatically.

SCENE RECOGNITION SYSTEM: ENLIGHTENED ACCURACY AND INTELLIGENCE

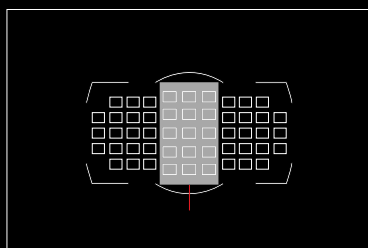
Nikon engineers set their sights on expanding the potential of the renowned 1,005-pixel 3D Color Matrix metering sensor. Through this process, the Scene Recognition System was born. This amazing system provides unmatched detail analysis of any scene, recognizing both color and brightness to a much higher level of precision. Milliseconds prior to shooting, the Scene Recognition System recognizes a scene's essential elements and then applies that information to the camera's other analytic processes. As a result, AF, AE, i-TTL flash control and AWB have achieved an entirely new level of accuracy and performance that dutifully reflects the expectations and desires of today's photographers. Moreover, Nikon's SRS operates at every level from the D3000, D3100, D5000 and D5100 all the way up to the flagship D3 series cameras.

ENHANCED AF ACCURACY

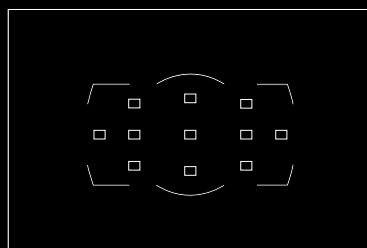
The Scene Recognition System enhances the accuracy of Nikon's high-speed autofocus tracking capabilities. Using color and brightness information from the subject you target with a focus point, together with focus data from the auto focus sensor, the cameras are able to trace and track your subject's path; even if it's temporarily blocked or outside the network of the array of AF points. With Dynamic-area AF mode, the AF system continues to track your subject accurately, whether it moves toward you, away from you, or from side to side. Dynamic-area AF mode using 3D-tracking particularly benefits from the Scene Recognition System by keeping relentless focus tracking of your subject's lateral movement. In Auto-area AF mode, the Scene Recognition System recognizes skin tones of human subjects using the 3D color matrix meter sensor. It also applies distance information from a G or D-type AF NIKKOR lens to determine your subject's position in relation to the foreground and background and automatically focus on the main subject.

AF SYSTEM: 11, 39 OR 51 AF POINTS FOR INSPIRED SUBJECT ACQUISITION AND IMPROVED SPEED AND ACCURACY

The D3S, D3X, D700 and D300S cover the frame like never before with the world's largest number of AF detection areas. These 51 points create a dense net of focusing strength. This means faster focus acquisition, even with quick and/or erratic subject movement. The 15 AF points occupying the all-important center of the frame utilize cross-type sensors for even more powerful detection. Most importantly, all 15 cross-type sensors retain the same outstanding level of performance with any AF NIKKOR lens f/5.6 or faster—in other words, all of your AF NIKKOR lenses can take full advantage of cross-type accuracy. D7000's customizable 39 point AF system includes nine center cross-type sensors that operate with every AF NIKKOR lens so you can focus on making great images while the 11 point AF systems found on the D90, D5100, D5000, D3100 and D3000 delivers razor-sharp pictures.



Wide area coverage with 51 AF points.
15 cross-type sensors perform with any AF NIKKOR f/5.6 or faster lens.



Nikon's classic 11 AF points are still readily available.

VERSATILE AF AREA MODES

In order to make the most of all 51 or 39 AF points, the D3S, D3X, D300S and D7000 offer several AF area modes: Dynamic-area AF, Single-point AF and Auto-area AF.

DYNAMIC-AREA AF MODES

Dynamic-area AF modes accurately and reliably perform their duty on fast-moving subjects, allowing you to choose from 9, 21 or 39/51 points. When shooting with 9 AF points, for example, once you've designated an AF point for focusing your subject, your selected point and eight surrounding AF points continue to work together to track your subject. When the subject movement is less predictable, or even extremely erratic, select 21 or even the full 39/51 points. Opting for Nikon's innovative 39/51 points (3D-tracking) mode; which accurately pursues your subject by automatically shifting among focus points is especially effective with lateral movements.

SINGLE-POINT AF MODE

Single-point AF mode is ideal for stationary subjects. Select a single AF point and these cameras accurately pinpoint the focus subject in your intended composition. This is particularly effective in cases when you want to focus on your subject's eyes in a character portrait or on your main point of interest in still life photography.



©Bill Frakes

AUTO-AREA AF MODE

In situations where you want to concentrate more on composition and not spend time selecting a priority focus point, use Auto-area AF. Ideal for shooting situations such as weddings, parties or crowded streets, this setting helps you capture more excellent images, even when you cannot physically see through the viewfinder. Auto-area AF mode enables smoother focusing on an individual's face by detecting human skin tones. In addition to the color information, the cameras make use of distance information from a G and D-type AF NIKKOR lens to determine the position of a human subject, comparing it with foreground and background.

AUTO EXPOSURE: SOPHISTICATED 3D COLOR MATRIX METERING II

Found in every D-SLR, Nikon's 3D Color Matrix metering II has long been praised by discerning professionals for its accuracy. The system analyzes scene conditions such as brightness, contrast, selected AF area, color, subject-to-camera distance and even the reflective quality of a scene. It then compares this with a database containing information from over 30,000 actual shooting situations for incredible precision. Combined with the Scene Recognition System, 3D color matrix metering II is now even more sophisticated.

AUTO WHITE BALANCE: FOR A BROADER AND FURTHER SOPHISTICATED RANGE OF LIGHTING SITUATIONS

Nikon's white balance detection systems have been internationally praised for their accuracy, but neither professional photographers nor Nikon engineers are easily satisfied. Even Nikon's earlier generations of white balance detection may have interpreted a green meadow under noonday sun and a table under fluorescent light as similar subject matter. Thus, Nikon's pursuit of even more intelligent white balance detection continued. And now, when Nikon's Scene Recognition System works together with auto white balance, you can expect far more.

Nikon Digital SLR Technology

D-MOVIE



EASY IN-CAMERA MOVIE EDITING

For a photographer on deadline, speed is essential for both pictures and movies. To streamline the process, the D3S, D300S, D7000, D5100 and D3100 offer useful and intuitive in-camera trimming functions. You can set the start or end points in-camera, on the spot and without the need for additional computer operations. This way the edited footage is easier to transfer and shows only the story you want to tell, making it more ready for broadcasting. The original footage file remains intact for later usage. You can also save selected frames from the movie as JPEG still images for use on the web, multimedia, or in the press; an invaluable editing function for many photographers.

RECORDING MODES

| MODE | FRAME SIZE (PIXELS) | MAXIMUM LENGTH 5MIN. | MAXIMUM LENGTH 20MIN. |
|-----------------------|------------------------|----------------------------|-----------------------------|
| 1920 x 1080 (16:9) | 1,920 x 1080 | | D7000, D5100 D3100 only |
| 1,280 x 720 (16:9) | 1,280 x 720 | D3S, D300S D90, D5000 | D7000, D5100 D3100 |
| 640 x 424 (3:2) | 640 x 424 | | D3S, D300S D90, D5000 |
| 320 x 216 (3:2) | 320 x 216 | | D7000, D5100 D3100 |

D-MOVIE: ADD NEW DIMENSIONS TO YOUR CREATIVITY

Unleash an entirely new dimension of creativity, by expressing your vision with HD quality 720p (1,280 x 720 pixels) or Full HD (1080p) (1920 X 1080). Select Nikon D-SLR's include a D-Movie function, offering the most creative potential. They utilize the unique viewpoints of interchangeable NIKKOR lenses, the incredible low noise high-ISO settings and a host of other great features including an external microphone terminal on the D3S, D300S, D7000 and D5100 for high-fidelity stereo recordings that add an exciting new element to movie clips.

The camera's imaging sensor, either the FX-format on the D3S or the DX-format sensor on the D300S, D90, D7000, D5100 and D3100 is much larger than that of a typical camcorder and contributes to dramatically higher image quality, exceptionally low-noise, and high ISO sensitivity performance for outstanding video capture. It also provides a beautiful background blur to your movies using shallow depth of field, adding a more creative and emotional impact. Add the sharp and accurate image rendition of our unrivaled lineup of NIKKOR lenses; from ultra-wide-angle and fisheye to super-telephoto; and just imagine what you can achieve with the D-Movie function. You can also apply the Picture Control adjustment to modify the tone and color of your movies with remarkable ease.



ENHANCED CREATIVE



©Bill Frakes

PICTURE CONTROL: CUSTOM-TAILORED TONE AND COLOR UNIVERSAL TONES FOR ALL NIKON DIGITAL SLRS TO COME

Picture Control, Nikon's powerful and intuitive image adjustment tool, gives you the freedom to define the look and feel of your images; custom-tailoring sharpness, saturation and other parameters to match your own particular creative intentions.

Picture Control is similar to how photographers used to select certain types of film for specific shooting situations. Changing the look of your images is remarkably easy. Simply choose from different Picture Controls to find a look that matches both your subject matter and your creative intentions. Standard offers bright, balanced images suitable for any application. Neutral is designed to reproduce accurate color and gradation, leaving it up to you to control post-production image enhancement later. Vivid is ideal for emphasizing primary colors, delivering distinct, colorful, fresh-looking images with just the right emphasis on your subject's contrast and contours. Monochrome produces classic styles such as black-and-white and sepia. Portrait uses reduced color and less sharpening and Landscape heightens the blues and greens while adding just the right amount of in-camera sharpening.

COLLABORATION WITH NIKON'S EXCLUSIVE SOFTWARE

Another aspect unique to the Picture Control System is its collaboration with ViewNX and Capture NX 2 software via Picture Control Utility. Importing and exporting Custom Picture Control parameters between your Nikon D-SLR and software further expands creative flexibility. You can apply Picture Control settings defined in your D-SLR to Capture NX 2 post-production work. Picture Control parameters minutely defined on a personal computer can then be applied to your own cameras.

ACTIVE D-LIGHTING: RESCUING TONE IN HIGHLIGHTS AND SHADOWS

Active D-Lighting comes to your rescue in high-contrast situations when previously photographers were forced to choose between sacrificing shadows or highlights. By automatically regulating the dynamic range of a scene such as clouds, Active D-Lighting allows you to depict shadow details while preserving highlights. In this way, both dark and bright sections are more pleasantly detailed and exposed to achieve the desired contrast.

LIVE VIEW

LIVE VIEW FOR GREATER SHOOTING VERSATILITY

Live View delivers tremendous creative freedom for a broad spectrum of shooting situations, from still life in a studio where precise focus is essential, to outdoor environments where you may not always be able to physically see your subject through the viewfinder. You can also access different information displays in Live View mode; information on, information off, Virtual Horizon (D3 series, D700, D300S, D7000) and framing guides. The D3 series, D700 and D300S offer two Live View modes: Tripod and Hand-held. The D7000, D5100 and D3100 offer Scene Auto selector and Full-time AF (AF-F) mode for fluid auto focusing while in Live View.



Live View Button

QUIET SHUTTER-RELEASE MODE



There are times when the shooting scenario can be hindered by the normal sounds that a D-SLR makes. Simply select "Q" to reduce the sound of the camera's mirror-down during shooting. Press the shutter-release button down firmly and the camera will hold the mirror in the up position, allowing you to delay lowering the mirror. Therefore, more effective quiet shooting is possible by keeping the shutter depressed after shutter release, then removing your finger from the button after covering the camera or carrying it to another place.

Nikon Digital SLR Technology

DURABILITY AND SYSTEM ENHANCEMENT



DURABILITY: DESIGNED TO WORK IN THE TOUGHEST CONDITIONS

MAGNESIUM ALLOY BODY

Nikon's rugged, durable and precise magnesium alloy construction protects the incomparable technologies of the D3S, D3X, D700, D300S and D7000 and their ability to perform in demanding real-world conditions. A comprehensive series of O-rings and other specialized seals, combined with additional Nikon engineering, keeps you shooting when lesser cameras would fail.



IMAGE SENSOR CLEANING

Dust that reaches the image sensor can result in unattractive spots on your images. After relentless testing, Nikon engineers have incorporated Image Sensor Cleaning function for most of our D-SLR's. The unit generates vibrations at four specific frequencies to optimize dust removal. This function can be set to operate manually, or to run automatically when the camera is turned on and off.



NIKON INTEGRATED DUST REDUCTION SYSTEM

[Minimal dust is generated]

- Drive mechanisms such as shutter unit are designed to minimize dust generation
- Certain parts are operated prior to body assembly so as not to disperse dust after mounting within the camera

[Minimal dust adheres to OLPF]

- OLPF has an antistatic design to prevent dust sticking
- Dust absorption mechanism around OLPF
- Rear side of the image sensor is sealed to prevent dust

[Dust is minimally reflected in images]

- Sufficient distance between OLPF and the CMOS image sensor prevents dust from being photographed

[Reducing the effects of dust and foreign matter]

- Image Dust Off function of the optional photo editing software Capture NX 2 effectively eliminates the effect caused by dust when using a computer (for RAW data only)
- Auto Retouch Brush of the optional photo editing software Capture NX 2 removes dust photographed on an image.

SHUTTER UNIT



Shutter unit (D3S)

DURABLE SHUTTER UNIT

Nikon's proprietary shutter mechanism achieves unprecedented durability. For the reliability professionals demand, the shutter of the D3S and D3X has been tested for 300,000 cycles. And to ensure rigorous real-world conditions, this type of testing is always performed on fully assembled cameras. For the D300S and D7000 150,000 cycles and for all others a remarkable 100,000 cycles.



Shutter unit detail (D3S)

SELF-DIAGNOSTIC SHUTTER MONITOR

Pro cameras demand pro specs; the D3 series shutter speeds range from 1/8,000 to 30 s, with an internal mechanism that automatically monitors and corrects possible variances between the designated shutter speed and the actual shutter timing over the shutter mechanism's life span.

MIRROR BALANCER

A sophisticated mirror balance mechanism reduces the time required to lower the mirror. In addition to minimizing mirror bounce, the mirror balancer extends viewing time, which allows more time for AF operation; this is one reason the D3S and D3X can offer autofocus and Focus Tracking even at high-speed continuous shooting.



HDMI COMPATIBILITY

Several of our cameras feature an HDMI (High-Definition Multimedia Interface) terminal, enabling direct connection to a High-Definition TV for breathtaking viewing of still images, and D-Movie clips as well.



TWIN CF CARD SLOTS

You can use two CF cards simultaneously for a number of functions: recording two full CF cards of data; recording the same data simultaneously onto two cards for backup protection; transferring data from one card to another; or for recording RAW and JPEG simultaneously onto separate cards. With the D3S, D300S and D7000, you can also designate the card slot to record D-Movie capture. Just confirm the available time for D-Movie recording for each card slot through the menu. By selecting the card slot with the most space, you can avoid D-Movie recording ending unexpectedly due to a shortage of card space. Data capacity this large and versatile allows photographers to concentrate on shooting without worrying about their storage space, further aiding their workflow efficiency.

ELECTRONIC VIRTUAL HORIZON

The high-density color LCD monitor of the D3S, D3X, D700, D300S and D7000, combined with Nikon's innovative Electronic Virtual Horizon, delivers instant, accurate confirmation of your camera's position relative to a horizontal level. You can also level the camera while looking through the viewfinder.



D3X™

DIGITAL MASTERPIECE EXTREME POWER AND PRECISION DELIVERING EXACTING DETAIL

FEATURES

PROD. NO. 25442

Extreme resolution 24.5-megapixel FX-format (35.9 x 24.0mm) CMOS sensor. Large 5.94µm pixels capture astonishing detail and subtleties with outstanding dynamic range for demanding commercial applications.

Nikon EXPEED image processing technologies extend and assure breathtakingly rich image fidelity and reduces noise, even at high ISOs.

Approximately 138 MB Processed NEF (RAW). Selectable bit depths of 12 bit (4,096 tones) or 14 bit (16,384 tones), both yielding incredible image quality through a 16-bit processing pipeline, for smoother tonal gradations.

Low-noise ISO sensitivity from 100 to 1600. Added ISO settings of Lo-1 (ISO 50 equivalent), Hi-1 (ISO 3200 equivalent) and Hi-2 (ISO 6400 equivalent) extend versatility.

Two Live View shooting modes add flexibility, and up to 27x magnification in the Tripod Mode, acute focusing accuracy is easily confirmed.

Continuous shooting at up to 5 fps at full FX-format resolution. Commercial image quality teams with speed and handling to create new shooting possibilities—in the studio or on location.

Fast, accurate 51-point AF system. AF system features 4 Dynamic AF modes, including 3D Focus Tracking, for autofocus precision and razor sharpness.

1,005-Pixel 3D Color Matrix Metering II with Scene Recognition System. Two Nikon exclusive technologies provide intelligent auto exposure, i-TTL flash control capabilities, along with refined auto white balance detection and faster, more accurate AF performance.

©Rob Van Patten



Your job is to deliver the most gorgeous and captivating photographs, above and beyond people's expectations. Thankfully, that is the mission of the Nikon D3X. The world's best photographers depend on the best equipment to deliver consistently stunning and remarkably detailed shots, and the D3X, with its 24.5 megapixel FX-format CMOS sensor, promises just that. Capture every color variant and every subtlety and bring them to life right in your hands. Customize the D3X's settings to suit your style or adjust for any situation, whether in the studio or on a mountain range. You can always expect breathtaking image fidelity and unbelievable richness, in demanding commercial applications, such as when you're viewing an extreme close up or seeing your picture blown up on a billboard. Every image is jam-packed with life, sharpness and brilliance.

MAKE REALITY ENVIOUS

The D3X accelerates your craft and supercharges your creativity by adding even greater image quality and photographic power. The 24.5 megapixel FX-format (35.9 x 24.0mm) CMOS sensor with large 5.94µm pixels provides such extremely high resolution and impeccable detail, your photos come alive, immortalizing the moment.

Designed for fashion, portrait and landscape shoots, where large image files and an extreme attention to detail are required, the D3X provides crisp and clear shots with a broad dynamic range. Expand the ISO sensitivity from as low as 100 to a higher setting of 3200 or 6400 for versatility and more detail in low light or night situations. Stay on your toes and don't miss a scene-stealing moment with continuous shooting of up to 5 frames per second, leaving you with countless colorful and astonishingly true to life pictures. With the D3X in your hand, you will take amazingly sharp pictures, capturing layers and subtleties lost to most cameras.

FX
FORMAT

24.5
MEGAPIXELS

5fps
AT MAX RES.

**LIVE
VIEW**
2 MODES



©Steve Uzzell

CREATIVITY & CONTROL

This business is as much about you as it is your subject, and the D3X lets you be a star. With customizable settings and various features you can control, you have the ability to not only work faster, but also work smarter. Use the Picture Control System to fine-tune the settings to suit your style, then save close to 100 of your customized options on your camera and memory card for future use. As you shoot, you can operate in live view in handheld or tripod mode. Partnered with the 51-point AF system, you can switch among the focus points and move them anywhere within the 51-point AF area for more control and sharpness. Get even more graphical clarity with Active D-lighting that adjusts highlights and shadows while you shoot.

Plus, you can use any of our extensive available high-quality NIKKOR lenses to accomplish various angles, zooms or effects and add a greater range to your portfolio. Preview your images on the smooth and bright 3 inch LCD monitor with a 170 degree viewing angle and 921,000 pixels so you get crisp and accurate playback. Fill one of the two CF memory cards with your approximately 138 Mega-byte processed NEF (RAW) 12 or 14 bit image files to craft to greatness later. The D3X captures the entire spectrum of color and every intricate detail, adding so much life and reality to your photos they rival real life.



D3S™ POWER. PRECISION. PERFORMANCE. THE BLUEPRINT FOR VERSATILITY

FEATURES

PROD. NO. 25466

Nikon-original FX-format CMOS Sensor. Engineered for striking image fidelity and low-noise, optimizing pixel size and count in a 12.1-megapixel sensor to produce extraordinarily rich files.

Low-noise ISO Sensitivity from 200 to 12,800. Renowned low-noise performance at 12,800, plus expanded settings to an astounding 102,400.

Continuous Shooting up to 9 FPS. Secure exacting moments in time with an expanded buffer, allowing continuous capture of up to 82 JPEG (fine) or 36 14-bit NEF (RAW) images.

HD Movie Capture. Record smooth 24 fps HD movies, leveraging low-noise D3S image quality along with high fidelity stereo sound capability¹.

One-button Live View with two Shooting Modes for studio or remote shooting—Tripod Mode offers 27x magnification for precise focus confirmation.

3-Inch super-sharp 921,000-dot VGA LCD monitor. D3S monitors are individually calibrated during assembly to assure accuracy.

Dynamic Integrated Dust Reduction System. Ultrasonic process combats the accumulation of dust on the optical low pass filter, safeguarding image quality.

Nikon EXPEED Image Processing drives breathtakingly rich image fidelity, low-noise and fast image processing.

Fast, Accurate 51-Point AF System. 4 Dynamic Modes and 15 cross-type sensors deliver AF precision and razor sharpness.

1,005-Pixel 3D Color Matrix Metering II. Nikon-pioneered RGB metering includes color information to intelligently determine more accurate exposures.

Scene Recognition System. Referencing an onboard image database, teamed with RGB metering, SRS enhances auto exposure, i-TTL flash control and white balance evaluation and improves AF speed and accuracy.

¹When using an optional external stereo microphone.

©Dave Black



The Nikon D3S works at the speed of sight — when you see it, shoot it, and know you've captured an undeniably crisp and high quality shot every time. Capture all of the action with continuous shooting at up to 9 fps and the responsive and accurate 51-point autofocus system. Experience ISO performance like you never imagined, with a dynamic range with extended settings for greater light sensitivity featuring less noise. Produce pictures and D-Movies in stunning resolution and distinction, with unbelievable range and realer than life vibrancy. Once in your hand, the D3S transforms into an instrument of creativity, carving out moment after striking moment of photographic greatness — faster than you ever imagined.

BREATHTAKING. AT THE SPEED OF SIGHT.

The D3S reaches new heights of speed, performance and image quality. Made especially for photojournalists and those who know that when the action doesn't stop, you need a camera that goes the distance. The 12.1 megapixel sensor with Nikon's renowned EXPEED image processor and FX-format sensor delivers vibrant and crisp images, with incredible light sensitivity and surprisingly low noise at each ISO. Use the Auto ISO function to select the sensitivity ranges, from 100 to 102,400, to get the exact level of detail for your situation and style without sacrificing color saturation or contrasts.

Perfect for sports and fast-paced events, the D3S responds quickly, with an enhanced 51-point autofocus that is fast and accurate, and lets you fine tune according to whatever lens you're working with. Switch between the Single Area AF mode or the four dynamic modes and 15 cross-type sensors and get the exact sharpness and speed you need. Pop on any of our available high quality NIKKOR lenses and get the picture you want, the angles and zoom you need and the exceptional Nikon quality you expect. Every jaw-dropping picture will shine on the vibrant 3" LCD, in publications and in your portfolio.

FX
FORMAT

12.1
MEGAPIXELS

9fps
AT MAX RES.

**LIVE
VIEW**
2 MODES



©Steve Vaccariello

BUILT FOR ACTION.

Start shooting as soon as you hit the scene. Power up in under .12 seconds, experience less shutter lag and the shortest viewfinder blackout time with surprisingly fast card writing performance so nothing can slow you down. Capture up to 9 fps in high resolution — 82 JPEG or 36 14-bit NEF (RAW) images or record 24 fps in 720p HD D-Movies with stereo sound. Anywhere you point the D3S, at any time, you can be sure you will capture an amazing moment in crystal clear color and vivid detail.

With automatic features like Nikon's Scene Recognition System that brings advanced autofocus, auto white balance and a database of over 15,000 images to the table, you can keep moving without missing a beat. The intuitive menu options save you time when you're in the midst of the action. Your professional skills coupled with the speed and superior image quality of the Nikon D3S make every angle and every action-packed moment a winner.



D700™

POWER THAT EMPOWERS AGILITY MEETS FXABILITY

FEATURES

PROD. NO. 25444

Nikon's original 12.1-megapixel FX-format (23.9 x 36mm) CMOS sensor. Teamed with Nikon's exclusive EXPEED digital image processing, the D700 delivers breathtakingly rich image quality.

Broad ISO sensitivity up to 6400 and incredibly low-noise: Super low-noise performance from 200-6400 ISO, with the added versatility of Lo-1 (100 ISO) Hi-1 (12,800 ISO) and Hi-2 (25,600 ISO).

Continuous shooting up to 5 frames per second: Shoot at up to 8 frames per second with the optional MB-D10 Multi-power Battery Pack.

Three-Inch, super-sharp 921,000-dot VGA color monitor: High resolution with 170-degree wide-angle viewing, calibrated color and tempered-glass protection assure confident image review.

Two Live View shooting modes: Choose from hand-held or tripod modes to suit shooting requirements.

Rugged magnesium-alloy construction: Along with extensive dust and moisture protection and a durable shutter mechanism tested to 150,000 cycles, the D700 merges pro D-SLR performance with expanded agility.

Fast, accurate 51-point AF with 3D Focus Tracking: Exact autofocus precision, plus three Dynamic AF modes.

Dynamic Integrated Dust Reduction System: Effective quad-frequency, ultrasonic sensor cleaning minimizes image degrading dust particles.

1,005-Pixel 3D Color Matrix Metering II: Legendary Nikon exposure accuracy aided by an onboard database of over 30,000 images.

Nikon's exclusive Scene Recognition System: SRS further extends auto-exposure and i-TTL flash intelligence while also advancing white-balance detection and autofocus performance.

Nikon Picture Control settings: Advanced color control with 9 customizable settings and 4 preset options allow fine tuning of image appearance preferences.

©Cherie Steinberg



Capture beautiful moments from every angle and every occasion on the D700. This FX-format beauty fits in your hand. Goes where you go. Delivers beautiful images in 12.1 megapixels, with low noise and crisp detail at surprisingly nimble speeds. Whether you or your subject is on the go. With an exceptional 51-point autofocus system that gives you clear, vibrant images, and ISO up to 6400 that lets you take great pictures in low light or fast action situations, the D700 is the epitome of freedom.

BE NIMBLE. BE QUICK. BE AMAZING.

In the blink of an eye and with the flick of a wrist, the lightweight and compact D700 captures every stunning moment with amazing picture quality and remarkably low noise, delivering shot after shot of perfection. Armed with superior image quality you can only expect from Nikon, the D700 is packed with a 12.1-megapixel FX-format CMOS imaging sensor, Nikon's world-class EXPEED image-processing technology and the innate ability to bring out the brightest and greatest in your work. Well defined details, smooth gradations, clearer highlights and more true-to-life imagery in situations where flexibility is paramount, the D700 is the right size on the outside with the right stuff on the inside to deliver awesome shots.

GOOD. ON THE GO.

Whether following a colorful parade abroad, climbing to get a better angle in a natural exhibit or zooming into a bride's first dance, you can be sure to capture every movement and every magnificent detail. Power up instantly, experience less shutter lag and shorter viewfinder blackout so you don't miss a moment. The D700 delivers high ISO performance with fantastic resolution, paired with a high signal to noise ratio and a broad range of 100—12,800 and 25,600 in optimized settings. Get those formerly challenging shots in a dim church or a dark forest with surprisingly low noise and better tonal gradation with detail like you never imagined. Shoot in Continuous Shooting Mode at up to 5 frames per second; 8 frames per second with the optional MB-D10 Multi-purpose Battery Pack and capture every beautiful moment as it unfolds. Get the most precise outcomes with the fast and accurate 51-point AF system that features an intelligent array of sensors that work together or separately to snap a clear and focused picture, whether you or your

FX
FORMAT

12.1
MEGAPIXELS

5fps
AT MAX RES.

**LIVE
VIEW**
2 MODES



©Tom Boi

subject is moving. Switch between Single Area AF mode or four Dynamic AF modes and get the control and stability you need based on your shoot or situation. Put on any of our available high quality FX compatible NIKKOR lenses — allowing for more focus, creativity and versatility at commercial-level quality.

AGILITY & ABILITY

Every part of the D700 works together to give you the perfect level of creative freedom and professional control to produce your best work, every time. With automatic and customizable options that make your job easier such as Active D-Lighting, Scene Recognition System and Picture Control, you can adjust settings, create personalized presets and come to expect greatness at every turn. Use the bright, high resolution, 3" LCD to review your pictures, shoot in Tripod or Handheld Live View Mode to capture shots at difficult angles or adjust functions such as AF sensors or white balance. Transfer images wirelessly using the optional WT-4A Wireless Transmitter without having to worry or wait until you're back at base. Keep moving and continue making magic as your and up to five other people's photos are sent and saved remotely. The solid magnesium-alloy body fits perfectly in your hand and around your neck, giving you a lightweight package with protection against weather, wear and tear, and whatever may come your way. The right size, weight, quality and control — the D700 is ergonomically perfect, photographically exceptional and primed to empower you toward excellence.



D300s™

FAST. PRECISE. AGILE. EVOLUTION IN MOTION

FEATURES

PROD. NO. 25464

12.3-megapixel DX-format CMOS imaging sensor delivers excellent image quality, low-noise images with striking detail and tonal gradation.

Continuous shooting at up to 7 fps. High speed shooting and fast response—essential to versatile performance in a wide variety of shooting disciplines.

Nikon EXPEED Image Processing. Drives breathtakingly rich image fidelity, low-noise and fast image processing.

D-Movie. Capture stunning 24 fps, 720p HD movie clips, enhanced by NIKKOR interchangeable lens quality and versatility—featuring external stereo mic input and AF operation.

One-button Live View. Hand-held and Tripod Live View Modes, activated with one-button, for challenging studio and remote shooting conditions.

3.0-inch super-sharp 921,000-dot VGA LCD monitor. Every monitor is factory-calibrated to assure accurate color for critical still image review and Live View or D-Movie shooting.

Low-noise ISO sensitivity from 200 to 3200. Additional expanded ISO settings of Lo-1 (ISO 100 equivalent) and Hi-1 (ISO 6400 equivalent) extend versatility to match shooting requirements.

Fast, Accurate 51-point Autofocus. Features 4 Dynamic AF modes including 3D Focus Tracking for precise autofocus and razor sharp images.

1,005-Pixel 3D Color Matrix Metering II. Nikon's unique RGB metering—the only sensor that also evaluates color information when determining exposures with remarkable accuracy.

Scene Recognition System. Referencing an onboard image database and teamed with RGB metering, SRS enables even more sophisticated determination of auto exposure, i-TTL flash control and auto white balance, along with faster, more accurate autofocus.

¹When using an optional external stereo microphone.

©Bob Krist



Show off your photographic prowess with a DX-format D-SLR powerful enough to teach you a trick or two, and agile enough to keep up with you. The Nikon D300S lets you customize the settings to enhance your creativity and ensure impressive pictures and movies. Whether you're shooting a scenic landscape or a fast-paced sporting event, you can always expect stunning, vibrant and expert-quality images from your D300S.

LOOKS ARE EVERYTHING

Feed your passion with an endless series of beautifully captured moments. The D300S fits your photographic style while fitting comfortably in your hand. Armed with Nikon's advanced image technology, your shots come out looking crisp, clear and vivid. With the 12.3 megapixel DX-format CMOS image sensor, every detail shines through in rich color and low noise. Thanks to the strategically placed 51 autofocus points, Scene Recognition System and continuous shooting option, you'll see that even in fast-action or difficult lighting, your pictures are sharp, stunning and true to life. The settings automatically track and evaluate the scene and the subject so all you ever have to do is click and release to capture greatness.

THE WORLD, THROUGH YOUR EYES

Knowing you'll have consistently good-looking images frees up more time to explore your creative side. In your hands, the D300S becomes a tool of artistic expression and growth. Select a Picture Control setting to create the look — for instance, Vivid or Monochrome — and then tweak the sharpness, contrast, and hue to create a photographic style that's all yours. Use Active D-lighting to bring out the most details in shadows and maintain the brightness in highlights. Switch into Continuous Shooting Mode and snap away in fast-action conditions and get approximately 7 frames per second so you move at the speed of life. Powerful and portable — with settings that work together to give you enough creative freedom to serve up pictures that show off and sharpen your skills.

DX
FORMAT

12.3
MEGAPIXELS

7fps
AT MAX RES.

**LIVE
VIEW**
ONE BUTTON



©Ami Vitale

PHOTOGRAPHER SLASH BUDDING FILMMAKER

If your imagination flows over to live movement, record cinematic D-Movies in HD in D-Movie mode. From thrilling sporting events or tender moments at a wedding, you can take 24 fps of crystal clear action and that look amazing on camera or on a big screen. Control the sound and sensitivity levels on an optional external microphone for clearer and more controlled stereo and get a fresh look at the world around you using world renowned NIKKOR lenses. Whether capturing movies or still images, you have endless opportunities to generate gorgeous and captivating creations with the D300S.

BRANDISH YOUR BRILLIANCE

While you take all these amazing pictures and videos for pleasure, it doesn't hurt to get a little applause. The compact D300S makes it easier to shoot and even easier to share. Adjust picture settings and edit your photos and movies right on screen. Remove video frames, trim pictures, correct red-eye, add filters and more, without having to wait until you're at a computer. Share your masterpieces right there on the vivid 3" 921,000-dot LCD screen, use one or 2 memory cards to store still or movie files for downloading, or plug right into a TV using the HDMI connections for a personal picture show. Shots as exceptional and original as yours are begging to be flaunted.



D7000™

POWER TO ASTONISH FEATURES TO INSPIRE

FEATURES

PROD. NO. 25468

High-resolution 16.2-megapixel DX-format CMOS sensor for low-noise, high-detail images, poster sized prints, and tight cropping.

1080p HD Movies with full-time autofocus and external stereo microphone jack for cinematic-quality movies up to 20 minutes—all enhanced by NIKKOR interchangeable lens quality and versatility.

Up to 6 fps continuous high speed shooting for up to 100 shots lets you capture the most fleeting action.

Dynamic ISO range from 100 to 6400, expandable to 25,600 (Hi 2), lets you shoot in near darkness or slow down the action.

Groundbreaking 2,016-pixel RGB 3D Color Matrix Metering II sensor delivers more accurate control of light metering and optimizes the Scene Recognition System for exposure, white balance, focus tracking, and iTTL flash control.

Customizable 39-point AF System, including 9 center cross-type sensors that operate with every AF NIKKOR lens so you can focus on making great images.

EXPEED 2 image processing and 14-bit A/D conversion, for smooth tones, rich colors, and fast camera performance.

Compact but durable body, with magnesium-alloy top and rear covers, superior weather and dust seals, and a 150,000-cycle-rated shutter system for reliable operation.

Large, bright glass pentaprism optical viewfinder with approximately 100% frame coverage and 0.94x magnification.

3-inch, 921,000-dot super-sharp LCD Monitor with 170-degree viewing, for crisp image playback and precise Live View and HD Movie shooting.

Twin SD card slots with SD, SDHC, SDXC memory card compatibility, so you can keep on shooting or separate your NEF (RAW), JPEG, and HD Movie files.

©Chase Jarvis



Amazing photography isn't only about what you shoot and how you shoot it, it's also about what you shoot it with. The high resolution, multi-featured Nikon D7000 gives you 16.2 megapixels of vividly detailed images, a more sensitive DX-format CMOS sensor that delivers high ISO with low noise, plus various automatic and customizable settings to take your pictures and videos from great to gorgeous. Shoot up to 6 frames per second and snap every turn or record every second of the action with full HD 1080p D-Movies with Nikon's advanced autofocus system for clarity and color that will impress and inspire. When you have a high performance camera like the Nikon D7000, you can expect every picture-perfect moment will be just that — perfect.

STORYTELLING, REFINED.

To you, photography isn't just about taking beautiful pictures, it's about telling beautiful stories. And now you have a camera that lets you capture high quality images and Full HD D-Movies that allow every angle of your visual tale to impressively unfold. The D7000 is powered by Nikon's world-class EXPEED 2 image processing system, a responsive 2,016-pixel RGB 3D Color Matrix Metering sensor and 16.2 megapixels, which simply means every picture you take will be sharp, vibrant and stunning. Crop creatively or blow your images up and still experience amazingly natural gradation and highlights without any loss of detail. Adjust the ISO from 100 to 6400 to an extended 25,600 to obtain rich and detailed shots even in dark or fast-moving situations like a busy nighttime street scene.

Every moment matters and the D7000 makes sure every shot is captured. One snap gets you up to 6 frames per second in Continuous Shooting mode so you won't miss any opportunities to shine. Switch into D-Movie mode to record up to 20 minutes of cinematic-quality Full HD movies with full time autofocus and external stereo microphone jack. Whether capturing video or stills, you can shoot in Live View mode on the vivid LCD monitor to better compose your shots, catch angles you may not be able to see and tweak autofocus to your tastes.

DX
FORMAT

16.2
MEGAPIXELS

6fps
AT MAX RES.

**LIVE
VIEW**



© Chase Jarvis

ULTRA FAST AND FOCUSED

The D7000's customizable 39-point Autofocus system lets you choose the right level of focus based on your subject or the scene and works faster and smarter. Speed is key; and in sports and fast-action situations where there is no time for do-overs or distractions, the D7000 delivers.

ENGAGE YOUR IMAGINATION

The D7000 not only provides the ability to take exceptional pictures and D-Movies, it also offers features that help you express and expand your creativity. Every image tells a story and you are in control with your choice of lenses, image settings and scene modes. Use any of our available high quality NIKKOR lenses to explore different zooms, angles, focus and effects such as super telephoto or wide angle zoom. Edit pictures and videos using the in-camera menu so you can enhance your creations without being at a computer. The twin SD memory card slots allow overflow, back up and separating RAW, JPEG or movie files, whichever suits your style. Plus, the wireless lighting capability and rugged, compact magnesium-alloy body, give you more chances, outside and in, to memorialize that remarkable moment in time. You go above and beyond to get the perfect shot and the D7000 will take you there.



D90™

ENGINEERED FOR ARTISTRY... UNLEASH YOUR POTENTIAL

FEATURES

PROD. NO. 25446

12.3-megapixel DX-format CMOS imaging sensor: Coupled with Nikon's EXPEED image processing technologies and NIKKOR optics, breathtaking image fidelity is assured.

Continuous shooting as fast as 4.5 fps: Combined with fast 0.15ms power-up and split-second 65ms shooting lag, dramatic action and decisive moments are captured easily.

World's first D-SLR with an HD movie mode: Record high-quality 24fps movie clips with sound at up to 720p HD (1280 x 720 pixels) in Motion JPEG format, enhanced by NIKKOR interchangeable lens quality and versatility.

Low-noise ISO sensitivity from 200 to 3200: High signal-to-noise components and design deliver exceptional performance, even at high ISO setting.

3-inch super-sharp 921,000-dot color LCD monitor: High resolution, 170-degree wide-angle viewing guarantees confident image review and movie playback.

Built-in image sensor cleaning: Effective 4-frequency, ultrasonic sensor cleaning frees image degrading dust particles from the sensor's optical low pass filter.

11-point AF system: Consistently fast and accurate autofocus, reinforced by the Nikon Scene Recognition System, delivers razor sharpness in a wide variety of conditions.

One-button Live View: Easy to use Live View activates access to 3 contrast detection focus modes including Face Priority AF.

Nikon 3D Color Matrix Metering II with Scene Recognition System: Nikon's renowned 420-pixel RGB 3D Color Matrix Metering II, teamed with the exclusive Scene Recognition System, evaluates images, referencing an on-board database of over 30,000 photographic scenes, for unmatched exposure accuracy.

©Bob Krist



Your imagination has a new outlet and even more opportunities to produce stunning and attention-grabbing creations with the Nikon D90. With a 12.3 megapixel sensor, ISOs up to 6400, Nikon's advanced autofocus system and an outstanding 3" LCD monitor, the D90 gives exceptionally high quality images, in a light, compact camera. On top of that, you can shoot precise moments at 4.5 fps in Continuous Shooting Mode and record remarkably clear and vibrant HD movies with crisp detail and vibrant color you can't help but boast about. From one-button Live View mode to Scene Recognition to Active D-Lighting, the D90 has features and functions that let your creativity soar and give you the platform to create greatness.

CREATIVITY MEETS INNOVATION

The D90 matches your drive and fuels your passion. Powered with elements from next-generation Nikon D-SLRs, the D90 brings the performance and personal freedom you crave with a size and speed your lifestyle commands. Experience Nikon's advanced EXPEED image-processing technology and 12.3 megapixels of finely rendered detail, incredible highlights and gradation. And with features like Scene Recognition and Active D-Lighting, gorgeous images are a sure thing. And Active D-lighting automatically adjusts to maintain brightness and smoothness in the shadows and highlights. Equipped with the full-featured D90, you can rely on fast, precise and practically effortless execution that delivers on your artistic ambitions.

INFINITE POSSIBILITIES. UNDENIABLE IMAGERY

Craft your shots based on your creative vision, not your camera's limitations; because with the D90 incredibly sharp and stunning images are a given. Get surprisingly detailed shots with low noise in dark or dim light thanks to the broad ISO range with optimized ISO settings from 100 to 6400. Expand your repertoire and take your skill set from still shots to D-Movies — all with the superior picture quality and clarity you expect from Nikon. And now you can record cinematic-quality movies with sound and in brilliant HD at 720p, an industry first that lets you get in on all the action... Then you can edit your mini-movies right on screen, making it quicker and easier to share your creations.

DX
FORMAT

12.3
MEGAPIXELS

4.5fps
AT MAX RES.

**LIVE
VIEW**
ONE BUTTON



©Bob Krist

FREEDOM TO SHINE

Your photography speaks for you, and with the D90, it will say volumes. The vivid 921,000-dot LCD display provides crisp on screen review and, in Live View mode, makes challenging perspectives and obscure angles suddenly come to life. Whether composing a picture or movie, follow on screen and refine your sharpness and focus with the 11-point Autofocus System in one of three modes, Face Priority, Wide Area and Normal Area to get more accuracy and detail. Zoom closer, go wider or experiment with effects like fish-eye using the extensive line-up of NIKKOR lenses to achieve different styles and focal points in your work. Then use the in-camera retouching options to edit and enhance your masterpieces. Whether on the go or getting up close with your subject, you can be sure you'll get beautiful shots that look impeccable on screen or in large print. Develop your style, show off your creativity, and share with unabashed pride using the capable and versatile D90.



D5100™

**CREATIVITY FROM ANY POINT OF VIEW
PICTURES THAT AMAZE. MOVIES THAT INSPIRE.**

FEATURES

PROD. NO. 25464

3 Inch, 921,000-dot horizontal Vari-Angle LCD Monitor. Allows for versatile, high quality viewing, high and low vantage points as well as simply for the fun of taking self-portraits.

In-camera Special Effects mode operates with still images or D-Movies.

Incorporates an amazing array of special effects for use when taking still pictures or recording D-Movie Full HD movies.

In-camera HDR (High Dynamic Range).

D5100 combines two exposures to create an image that reveals an extremely wide dynamic range, but with less noise and in scenes with extreme contrasts, such as bright, sunlit clouds and a foreground deep in shadow.

Full 1080p HD Movies with Full Time Autofocus.

Record up to 20 minutes of cinematic-quality Full HD D-Movies. The built-in microphone lets you record sounds in mono while the external 3.5mm microphone jack lets you attach the Nikon ME-1 Stereo Microphone for full stereo sound.

16.2 MP DX-format CMOS sensor. Capture astonishing detail and subtleties with outstanding dynamic range for family events, nature scenes and portraits in low light and more.

4 frames per second continuous shooting.

With a continuous shooting speed as fast as 4 fps, combined with fast power-up, decisive moments are captured easily without annoying shooting lag.

11-point Autofocus System.

Includes a cross-type sensor to make sure your subject is captured sharply wherever it's located in the frame. Working together with the Scene Recognition System, the camera can keep your main subject in focus even if the composition changes.

ISO sensitivity 100-6400, expandable to ISO 25,600 equivalent. D5100's CMOS sensor offers a remarkably wide ISO range of ISO 100 to 6400 with reduced noise, enabling you to shoot at faster shutter speeds and capture scenes and subjects with less blur.

EXPEED 2 image processing engine.

Enables lightning-fast data processing and delivers pictures and Full HD D-movies of exceptional image quality.

©Nikon



Stimulate your creativity. The Nikon D5100 offers a host of new photographic and video tools that deliver superior performance and exceptional image quality with class leading versatility. With 16.2 megapixels, a swivel Vari-Angle LCD monitor, full HD movie capabilities, new Effects Mode and a new HDR setting, you hold the power and performance to capture beautiful moments and the freedom to get creative.

CREATIVITY FROM ANY POINT OF VIEW

Designed to take pictures or record D-Movies from unique viewpoints, the large 3.0 inch, super sharp 921,000-dot Vari-angle LCD monitor allows for versatile high quality viewing and playback. Try a high angle for overhead shots, waist level for candid shots or a low vantage point for a look from ground level as well as for the fun of taking self-portraits.

EXPRESS YOURSELF

Whether taking still pictures or recording Full HD D-Movies, use the Effects mode to add a creative touch to your shots. Select from the amazing array of special effects such as Selective Color, to isolate any color within a scene or Night Vision to capture details in places too dark for your own eyes. Try High Key to create bright, glowing images filled with atmosphere or emphasize the mood of a scene using Low Key. And Miniature Effect makes a scene look like a miniature scale model ...there are countless ways to take your imagination and images to the next level. In extreme high contrast light situations, the all-new HDR setting makes sure you get a good shot by creating a composite image that brings out more details with less noise and richer color gradation. As your skills develop, you will find more ways to not only take incredible pictures and movies, but also make them truly shine.

TELL BETTER STORIES

The D5100 delivers exceptionally high-quality movie performance due to its full HD capability, the latest in Full-time autofocus takes the guesswork out of tracking your subjects while in motion, ergonomically placed Live View and D-Movie start button and 20 minutes of uninterrupted recording time. Take your picture-

DX
FORMAT

16.2
MEGAPIXELS

6fps
AT MAX RES.

**LIVE
VIEW**
ONE BUTTON



©Nikon

taking and movie-making potential to impressive new levels with in-camera editing and creative controls. You have the freedom to choose the start and end points of your footage and sound recording capability (stereo with optional microphone) are also provided. Together with D-SLR advantages like beautiful background blur using Nikon's extensive NIKKOR lenses, your movie-making potential can reach impressive new levels.

STUNNING IMAGE QUALITY IN A CLASS OF ITS OWN

Incorporating the latest Nikon D-SLR technologies such as the 16.2 megapixel DX-format CMOS sensor and EXPEED 2 image-processing engine, the D5100 delivers outstanding image quality. Its CMOS sensor offers a remarkably wide ISO range of ISO 100 to 6400 with reduced noise which enables you to shoot at faster shutter speeds and capture scenes and subjects with less blur. Handheld shooting and full HD movies come out looking great even in low light.

SPEED AND PERFORMANCE THAT DELIVERS

With high-speed continuous shooting at approximately 4 frames per second, you'll capture the most important moments and with the D5100's large optical viewfinder you'll get an accurate and precise view in every situation. Plus, the D5100's 11-point AF system provides flexibility to compose the shot you want ensuring your subject is captured sharply wherever it's located in the frame. Working together with the Scene Recognition System, the camera can keep your main subject in focus even if the composition changes using Nikon's exclusive 3D-tracking.



D5000™

SMART. SHARP. SIMPLY BRILLIANT.

FEATURES

PROD. NO. 25452

12.3-megapixel DX-format CMOS image sensor. Coupled with Nikon's EXPEED image processing and NIKKOR optics, beautiful picture quality is assured.

D-Movie Mode with sound. Record 720p HD movie clips enhanced by NIKKOR interchangeable lens quality and versatility.

Vari-angle color LCD monitor. Position the 2.7-inch monitor freely for fresh shooting perspectives. Screen flips inward for safe keeping.

19 Auto-exposure Scene Modes. Capture stunning photos in challenging picture-taking situations including Sunsets, Candlelight, Silhouette, Portrait, Landscape, Beach/Snow, and more.

One-button Live View. Easy Live View access offers 4 autofocus modes, including Face-priority AF.

Continuous shooting as fast as 4 frames per second. Combined with fast power-up and split-second shutter response, decisive moments are captured easily without annoying shooting lag.

Low-noise ISO sensitivity from 200 to 3200. Engineered for exceptional low-light shooting.

Built-in image sensor cleaning. Effective 4-frequency, ultrasonic sensor cleaning keeps images spot free.

11-point Autofocus System with 3D Focus Tracking. Fast and accurate autofocus delivers razor sharpness.

Auto Active D-Lighting. Restores lost shadow and highlight detail in high contrast exposures—Selectable and Auto modes available.

In-camera Retouch image editing. Creative in-camera image editing, featuring Soft Filter, Straighten, Color Outline Effect, Perspective Control, Red-eye Correction, Image Overlay, Monochrome and more—all without a computer.

Picture Control Settings for personal image control. Standard, Neutral, Vivid, Monochrome, Portrait, Landscape and 9 customizable settings.

©Mike Corrado



The D5000 incorporates a wonderful blend of fun, simplicity and beautiful image quality. Add automatic features that improve brightness, sharpness and exposure, and the ability to shoot HD movie clips with sound, and you have the unprecedented freedom to explore your creative side. As versatile and determined as you are, the D5000 springs into action when you or the situation demands it with a 2.7-inch Vari-angle monitor that you can pop out, tilt, swivel and position to shoot from practically any perspective. The D5000 lets you do more than just capture beautiful images, it lets you see the world in a whole new way.

CREATIVITY & FREEDOM OUTSIDE

Packed with so much amazing imagery capabilities, you can't help but want to see how far you can go with the D5000. Whether at the zoo or on vacation in Mexico, at the school play or at home with the family, there are endless ways to get creative. Move the large Vari-angle display around and activate one-button Live View and suddenly a whole new dimension of possibility opens up to you. View in its normal position or tilt and turn the LCD monitor to see angles your eyes can't. Compose and review your shots right then and there on unbelievably bright and true-to-life monitor. Think beyond stills and start recording beautiful HD D-Movies with sound HD (720p) with impressive color gradation and smoothness. Add one of our high performance AF-S NIKKOR lenses and get additional control to zoom closer, shoot in extreme low light or create artistic effects. From creatively-posed snapshots to Continuous Shooting mode where you can capture up to 4 frames per second to cinematic-quality movie clips, the D5000 makes sure every picture-worthy moment is yours for the taking; faster, easier and more beautifully than you imagined.

DX
FORMAT

12.3
MEGAPIXELS

4fps
4 AF MODES

**LIVE
VIEW**
ONE BUTTON



©Mike Corrado

THE IMAGERY & POWER INSIDE

Start with the D5000 and finish with extraordinary images that prove that a great camera guarantees great photography. Rest assured that Nikon's exclusive EXPEED image-processing and 12.3 megapixel DX-format CMOS image sensor will deliver professional-quality pictures and D-Movies, with excellent color reproduction. Know that Active D-Lighting enhances shadow and highlight detail for clearer shots and Nikon's 3D Color Matrix Metering II with Scene Recognition System assesses each image and improves white balance and exposure — all before you shoot. And the D5000 has incredible ISO sensitivity, from 200 to 3200 with an expanded 100–6400 so poorly-lit situations pose little challenge and result in great detail with low noise. Plus, the 11-point Autofocus System with 3D Tracking has four dynamic modes where the autofocus sensors work separately or together for fast and accurate autofocus resulting in crisp images and exact outcomes.

ABOVE & BEYOND

In your hands you now have the ability to capture, edit and share stunning images and movies, effortlessly. Modify the look of your photos before you shoot using one of the six preset Picture Control settings, such as Monochrome, Vivid, Landscape or Portrait, or create and save your own to match your personal preferences. Pick any of the 19 Scene Auto Exposure Scene Modes like Night, Beach, Pet portrait or Food to get the most out of your shot in specific situations. Active D-lighting, Picture Control and exposure are adjusted based on your selection to ensure a great shot, no matter what.



D3100™

BEAUTIFUL PICTURES. AMAZING MOVIES. INCREDIBLY EASY.

FEATURES

PROD. NO. 25472

14.2-megapixel DX-format CMOS image sensor delivers beautiful photographs and prints well beyond 20 x 30 inches.

Includes 3x 18–55mm Zoom-NIKKOR VR image stabilization lens with legendary NIKKOR optical quality.

Full 1080p HD Movies with Full-time autofocus and sound lets you record cinematic-quality movies (1920 x 1080 pixels).

Easy to use, featuring Nikon's Guide Mode with intuitive controls and on-board assistance that help you to take better pictures every step of the way.

Split-second shutter response eliminates the frustration of shutter delay, capturing moments that other cameras miss.

Fast 11-point AF System delivers razor-sharp pictures.

ISO sensitivity 100–3200, expandable to ISO 12,800 equivalent, delivers exceptional results, even in the most challenging low-light situations.

3-inch monitor with one-touch Live View shooting and movie capture.

Scene Auto Selector lets the D3100 decide the best mode to match the shooting situation when using Live View.

Compact, lightweight design—beautifully styled and ready to go wherever life takes you.

Automatic image sensor cleaning uses an ultrasonic process, and exclusive airflow control combats the accumulation of dust in front of the image sensor, safeguarding image quality shot after shot.

Nikon's ViewNX 2 software, supplied with the D3100, gives you a convenient way to manage images, providing functions for storing, browsing, editing, and sharing photos as well as movies.



©Steve Heiner

Great snapshots should be just that — a snap. Capture your fun moments and family memories easier and more beautifully using the Nikon D3100. Amazing shots are no sweat with easy-to-use features, automatic modes, on-camera editing and superior image quality — with the D3100 exceptional pictures and videos come effortlessly. With the D3100, taking extraordinary pictures is now an every day experience.

STUNNING COMES NATURALLY.

With the D3100, you can show off every daily treat and astonishing feat in crisp color and brilliant detail and spend more time taking stunning pictures and less time figuring out how. Everyone will marvel at your stunning photos, prints and HD videos thanks to the remarkably high image quality you get from 14.2 megapixels and the 3x Zoom NIKKOR with image stabilization. And with features that automatically adjust for the optimal results, like the 11-point Auto-focus system that responds immediately to changes in scene composition, you will take better, brighter and more creative shots, even in low light or with fast-motion or challenging conditions. Be prepared for more whoas, wows and let-me-sees than your vivid 3-inch screen is used to.

FIDDLE LESS AND FOCUS MORE.

Capturing that special moment is all that matters and the D3100's easy to use functions make sure you always keep your eyes on the prize. Use the Scene Auto Selector while in Live View and watch how the camera automatically selects the appropriate Scene Mode to match your shooting situation or subject. Choose from six picture controls such as Monochrome or Vivid to give your photos an artistic tone. Or just use any of the easy-access Scene Modes like Sports or Close-up and feel the camera working with you to make these often challenging shots a breeze. Take your D3100 to the big game or pull it out during family game night, because from here on out, you're only limited by who, what and where to shoot, not how.

DX
FORMAT

14.2
MEGAPIXELS

3fps
AT MAX RES.

**LIVE
VIEW**
ONE BUTTON



©Anthony Ching

SHOW OFF YOUR CREATIVE SIDE

As you grow more comfortable with your D3100, taking gorgeous shots to the next level becomes second nature. Learn as you go along with the Guide Mode to get step-by-step on-screen instructions on how to achieve the look you want - increase your picture taking skills in no time. Switch things up with one of the high-performance NIKKOR lenses, like Micro NIKKOR or wide angle, to get different levels of focus, zoom and effects. The extensive range of AF-S NIKKOR lenses gives you almost infinite opportunities to expand your photographic range. On-camera editing allows you to personalize and stylize your pictures by adding filters, adjusting color, correcting red-eye and more. Follow along on screen as you record your Full HD D-Movies in LiveView mode, then edit, extract frames and make your hand-held movies instant classics. From playtime to portraits, the D3100 has the power and flexibility to deliver what you need, when you need it — easier than you imagined. See your life in rich, vibrant color and rely on Nikon's impressive image quality to always give you pictures and videos you can't help but show off.



D3000™

INCREDIBLE PICTURES. INCREDIBLY EASY.

FEATURES

PROD. NO. 25464

10.2-Megapixel DX-format Imaging Sensor. Delivers exceptional image quality for making large prints.

Includes 3x 18-55mm Zoom-NIKKOR VR Image Stabilization Lens. Legendary NIKKOR optical quality and fast, accurate autofocus means vivid color, striking contrast and crisp detail, while VR image stabilization assures your sharpest pictures ever.

Compact Design. Beautifully styled—Ready to go where life takes you.

Easy-To-Use—Featuring Nikon Guide Mode. Intuitive controls and the on-board Guide Mode assist you every step of the way.

Split-second Shutter Response. Eliminates the frustration of shutter delay, capturing moments that other cameras miss.

Continuous Shooting up to 3 Frames-Per-Second. Capture fast action, precious moments and fleeting expressions confidently.

6 Automatic Exposure Scene Modes. Just set the Mode dial to Portrait, Landscape, Child, Sports, Close-up or Night Portrait for stunning results in otherwise challenging conditions.

3-inch Color LCD Monitor. Bright, 170-degree wide-angle viewing for easy picture review and sharing.

In-camera Image Editing. The Retouch Menu provides creative freedom, without the need for a computer, offering 13 easy editing functions, including Trim, Red-eye Correction and Soft Filter.

Nikon EXPEED Image Processing. Assures breathtakingly rich image quality, managing color, contrast, exposure, noise and speed.

Automatic Image Sensor Cleaning. Ultrasonic process and exclusive Airflow Control combats the accumulation of dust in front of the image sensor, safeguarding image quality shot after shot.

11-point Autofocus. Fast and accurate autofocus delivers razor-sharp pictures.

©Nikon



Picture taking isn't all about pixels and aperture, it's also about taking beautiful pictures and with the Nikon D3000, that's all you need to know. Whether it's capturing memories on vacation or just everyday family moments, the 10.2-megapixel D3000 provides exceptional images effortlessly with intuitive tools you can use to get creative and a Guide mode that helps you along the way. The D3000 has the advanced technology and superior picture quality professionals depend on, with the easy-to-use options, user-friendly features and baseline functions that you need to shine.

POINT & SURPRISE

D3000 has several great features that work together to guarantee one thing — great pictures. With 10.2 megapixels and ISO up to 1600, the D3000 delivers bright, colorful and true-to-life images, all the time, even in low light. Automatic features such as Active D-Lighting, an 11-point Autofocus system and Scene Recognition do the hard work for you so you just have to concentrate on creating those great memories and the D3000 will make sure they look amazing. Active D-Lighting adjusts as you shoot, bringing out details that can get lost in the light and dark areas and making sure the image you end up with looks as good as real life. Get any shot, whether you or your subject is on the go thanks to the reliable 11 autofocus points that work together or separately so all you have to do is snap and see that moment captured in crisp detail. Nikon's exclusive Scene Recognition system analyzes every image and improves exposure and white balance, all before you shoot. And with the D3000's split-second Shutter Response, you'll never miss a minute, just point and shoot and be pleasantly surprised. The best moments unfold naturally and now you have a camera that is fast, precise and powerful that lets you capture it all easier than you expected.

GROW AS YOU GO

Taking your children's pictures shouldn't feel like learning a science, that's why the D3000 makes it easy to understand, easy to shoot and easy to be amazing. Use the Guide Mode to get assistance on the hows, wheres and whys as you go along, making it a snap to learn about the D3000 and develop your photographic skills - right on your camera. Start off at Easy and as you learn more, go to Advanced and

DX
FORMAT

10.2
MEGAPIXELS

3fps
AT MAX RES.



©Nikon

follow the simple and clear tips on how to get the best picture based on the shooting situation or the look you want. Want to blur the background so the focus is on your little star? Or freeze motion to get right into the action at the soccer game or get vivid close ups of your five-star meal? Set the dial to GUIDE and go. The D3000 has the automatic settings and in-camera guidance to help you take the best pictures possible.

MORE FUNCTIONS. MORE FUN.

Vacations, birthdays or just any day, the D3000 has the ability and options to make every shot on any occasion look fantastic. The D3000 is equipped with a 3x 18-55mm Zoom-NIKKOR VR Image Stabilization Lens and whenever you're ready to explore, select from the extensive line-up of AF-S NIKKOR lenses with a wide range of zooms and effects to give you extra creativity and control. View your handiwork on the bright 3" LCD screen, print your photos in all their high-resolution glory or share them online for the world to see. With the D3000, you have the tools and the know-how to produce stunning photos every day.

