



FOR IMMEDIATE RELEASE

Press Contacts: MWW Group

Geoff Coalter E: gcoalter@mww.com

Connie Olles E: colles@mww.com

P: 201.507.9500

press.nikonusa.com

NIKON'S NEW COOLPIX L610 COMPACT CAMERA WITH INCREDIBLE ZOOM LENS MAKES IT EASY TO CAPTURE A FAMILY'S ACTIVE, ALWAYS ON-THE-GO LIFESTYLE

The New COOLPIX L610 Provides Users with a Powerful 14x Zoom and a 16-Megapixel CMOS Sensor to Document Any Excursion with Amazing Photos and Full HD Video

MELVILLE, N.Y. (August 9, 2012) – Today, Nikon Inc. introduced the new COOLPIX L610, an affordable compact digital camera featuring an impressive 14x optical Zoom-NIKKOR ED glass lens and an Easy Auto Mode to help ensure the capture of stunning photos and Full HD (1080p) video. Whether shooting on vacation in the tropical sun or capturing a night game from the stands, the 16-megapixel backside illuminated CMOS sensor helps conquer challenging lighting conditions for picture-perfect memories.

The COOLPIX L610 offers performance and versatility not commonly found among affordable super zoom cameras. Featuring a precise autofocus system, a large 3-inch LCD monitor that provides a bright display with faithful color reproduction, and the convenience of AA-size battery support, the L610 ensures a memorable shooting experience to capture memories with great images and HD video.

“The new COOLPIX L610’s 14x zoom lens and CMOS sensor give consumers the boost they need to capture their favorite moments wherever life takes them,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “Lightweight and compact, the L610 is the essential camera for any family activity.”

Versatile Performance for Everyday Adventures

Photographers can experience amazing depth and sharpness in their photos thanks to the 14x optical zoom that covers from a wide-angle 25mm to a distant 350mm (35mm format equivalent), making this an ideal camera to cover near, far and everything in between. This high-performance NIKKOR lens has two ED glass elements and lens construction consisting of 11 elements in 10 groups. For photographing close-up subjects, macro shooting is possible from as close as approximately 0.4 in/1 cm (at wide-angle setting). Additionally, optical VR image stabilization minimizes the effects of camera shake to help users create sharp, clear photos and videos in challenging light or while handheld. With a 16.0-megapixel backside illuminated (BSI) CMOS sensor, image details can be beautifully reproduced even in low-light.

Easy to Capture Memories Through Photo and HD Video

To create consistently great images, Nikon's Easy Auto Mode automatically selects from among six Scene Modes including Portrait, Landscape, Night Portrait, Night landscape, Close-up and Backlighting to fit the most common challenging scenes. By simply framing the subject, the most appropriate Scene Mode is automatically selected according to the shooting situation. This allows the photographer to be ready for any possible occasion, whether it is a flattering portrait of a friend in front of a nighttime city skyline, or a subject that is backlit from the sun. What's more, the COOLPIX L610 adds the convenience of easily accessible AA battery power, so at home or far away, power will always be within reach even if an outlet is not.

Furthermore, users can enjoy recording impressive movies in Full HD 1080p with stereo sound. The conveniently located Movie-Record button enables one-touch recording at anytime. To make sharing simple, the HDMI mini connector and USB/audio video connector make it quick and easy to upload videos and photos.

Price and Availability

The Nikon COOLPIX L610 will be available in September 2012 for a suggested retail price (SRP) of \$249.95* in a variety of colors including Red, Black and Silver. For more information about this COOLPIX camera or other Nikon products, please visit www.nikonusa.com.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the new Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 70 million, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on Facebook at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @NikonUSA.

###

**SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time. Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.*

Nikon COOLPIX L610 Specifications

Number of effective pixels	16.0 million
Image sensor	1/2.3-in. type CMOS; approx. 16.79 million total pixels
Lens	14x optical zoom, NIKKOR lens
Focus range (from lens)	(W) Approx. 1 ft 8 in (50cm) to infinity; (T) 3 ft 4 in. (1.0 M) to infinity; Macro mode approx. 0.4 in (1 cm) in wide angle position)
Monitor	3- in. approx 460,000 dot TFT LCD with anti-reflection coating and 5-level brightness adjustment
Storage media	Internal Memory (approx. 28 MB), SD/SDHC/SDXC memory card
ISO sensitivity	ISO 125-1600 ISO 3200 (available when using Auto Mode)
Interface	High Speed USB
Power sources	AA Alkaline X2, AA Lithium X 2, EN-MH2 (available separately) X2, AC adapter EH-65A (available separately)
Battery Life Still pictures ¹	120 shots when using Alkaline batteries 470 shots when using Lithium batteries 330 shots when using Nikon EN-MH2 batteries
Movies (actual battery life for recording) ²	Approx. 11 min when using alkaline batteries Approx. 1 h 20 min when using lithium batteries Approx. 50 minutes when using Nikon EN-MH2 batteries
Dimensions (WxHxD)	4.3 x 2.7 x 1.4 in. (108 x 68.4 x 34.1 mm) excluding projections
Weight	8.5 oz. (240 g) including batteries and a memory card
Supplied accessories	Strap, USB cable, AV cable, Nikon NiewNX 2 software, AA alkaline batteries (2)

**Unless otherwise stated, all figures are based on the an ambient temperatures of 23 +3°C (73.4 +5.4°F), as specified by the Camera and Imaging Product Association (CIPA) and the use of LR6/L40 (AA-size) alkaline batteries.*

¹ *Based on Camera and Imaging Products Association (CIPA) standards for measuring battery life. For still pictures, zoom is adjusted for each shot, the flash is fired for every other shot, and Image mode is set to 16M (4608 x 3456). For movies, the Movie options setting is set to 1080, 30p HD (1920 x 1080). Battery life may vary based on factors such as battery condition, interval between shots, and amount of time menus and images are displayed.*

The included batteries are for trial use only. Figures listed for lithium batteries are measured using commercially-available FR6/L91 (AA-size) Energizer(R) Ultimate Lithium batteries.

² *The maximum size for a single movie is 4GB, and the maximum recording time for a single movie is 29 minutes, even when there is sufficient free space on the memory card. If the camera becomes hot, movie recording may stop before these limits are reached.*