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THE ULTIMATE COMBINATION OF PORTABILITY, VERSATILITY AND PERFORMANCE, THE NIKON 1 J5 OFFERS USERS COMMANDING SPEED AND POWERFUL IMAGING TECHNOLOGY

Sporting an Unmatched Fusion of Speed and Image Quality, the Exceptionally Compact Nikon 1 J5 Pushes the Boundaries for Those Passionate About Telling Their Stories through Amazing Images and HD Video

MELVILLE, NY (April 2, 2015 at 12:01 A.M. EDT) – Today, Nikon Inc. announced a portable yet powerful addition to the Nikon 1 System of compact interchangeable lens cameras, the incredibly fast Nikon 1 J5, designed for photographers ready to creatively capture and share their passions. Featuring a blazing fast continuous full-resolution shooting frame rate at 20 frames-per-second (fps) with full Autofocus, a new 20.8-megapixel Backside-illuminated (BSI) 1-inch CX-format CMOS sensor, EXPEED 5A image processing and a slew of creative modes, the J5 packs advanced performance into an intuitively designed and compact body. Users can also utilize the experience of Nikon Snapbridge, whereby users seamlessly shoot and share stunning photos from the camera to a compatible smartphone or tablet via built-in Wi-Fi^{®1} and Near Field Communication (NFC²) technology.

“Consumers are constantly looking for the right balance of portability and imaging prowess to ensure they are ready to capture each and every special moment,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “With speeds that not even a pro DSLR camera can match, engineered into a compact camera body, the Nikon 1 J5 is a versatile and formidable addition to the Nikon 1 System whether shooting a Friday night football game or for the family constantly on-the-go.”

Breathtaking Speed Ready to Capture Life’s Moments

Capable of incredible speeds, the Nikon 1 J5 features a myriad of advanced features that help make it simple to capture fast moving subjects in brilliant image quality or Full HD video. Capable of shooting at an amazing 20 fps at full resolution with Autofocus (AF), even high-speed action can be captured with clarity and precision, while even reaching up to 60 fps with AF fixed on the first frame. This amazing speed is made possible in part by the addition of the new EXPEED 5A image processing engine, resulting in faster shooting and enhanced performance and efficiency. The Nikon 1 J5 also gives users an impressively fast hybrid AF system featuring 171 Contrast-Detect and 105 Phase Detect AF points to further achieve and maintain focus on tough-to-photograph subjects. Nikon has also introduced a new Sports Mode in the J5, offering intuitive preset settings to help optimize focus when capturing the “photo-finish” at the racetrack or last second “buzzer-beater.” When catching the right moment matters, the camera also utilizes the world’s shortest release time lag³ to practically eliminate shutter delay for

those moments when time is of the essence.

Amazing Detail in Every Shot

Whether shooting athletes in action or a flawless flattering portrait, the Nikon 1 J5 utilizes the latest Nikon technologies and an impressive imaging feature set designed to capture incredible detail, even in low-light. At the heart of the newest addition to the Nikon 1 System is a new 1-inch CX-format 20.8-megapixel BSI CMOS sensor that renders finer detail than ever before to the J-series, while allowing for cleaner images at higher ISOs. When the light is challenging, the J5 features a built-in flash and sports a wide ISO range from 160-12,800 that will help preserve precious memories even in the absence of available light. For extreme low-light situations, High ISO Noise Reduction captures and stacks four frames simultaneously to help reduce noise when shooting at 6400 and 12,800 (with noise reduction enabled).

Create, Capture and Share with Ease

With the Nikon 1 J5, the J-Series welcomes a new, innovative control layout that puts a full array of physical controls and creative modes at the fingertips of the photographer. Manual controls and PSAM exposure modes are now easily accessible via the Mode Dial, while the Command Dial allows settings to be changed quickly and easily. A programmable function button helps access often-used functions including ISO and white balance as well. The J5 features a high-resolution 3-inch 1,037k-dot touch LCD display with a 180-degree tilt to help users seamlessly navigate an enhanced menu system, frame shots and make focus point adjustments. The LCD screen tilts a full 180-degrees upward to help capture easy yet stunning self-portraits, particularly when using the new Self-Portrait Mode, to easily set skin softening, self-timer and exposure compensation using the touchscreen interface.

The J5 also offers a variety of Creative Modes and Scene Modes for stills and video designed to expand creativity and optimize settings for any shooting scenario. Seven new effects are now available including Nostalgic Sepia, Pop, Retro, High-contrast Monochrome, Fisheye, Skin softening (stills only) and Cross Screen (stills only). Nikon's newest J-Series addition also features built-in Wi-Fi^{®1} and NFC² that allow for seamless connectivity via compatible smart devices, allowing for easy sharing with friends and family.

Impressive Movie Capabilities

The Nikon 1 J5 sports an impressive set of video features and is capable of effortlessly recording high-quality 1080/60p HD video and shooting at up to 120 fps (at 720p) to create slow motion playback. Users can utilize a variety of fun and innovative creative tools to add their own personal touch to any movie, including Jump-Cut, Fast Motion, 4-second movie and the new Time-Lapse Movie mode that captures up to 300 stills and replays them as a 10-second sequence. An interval timer has been added as well, allowing up to 999 images to be recorded in intervals between 5 seconds and up to nearly 100 minutes (99:59) to create time-lapse movies via external software. Also new with the J5, creative effects including Selective Color and Cross Process are now available for video application. The Nikon 1 J5 can also capture high-resolution 4K video at 15p for those who want to experiment with higher resolution video clips. Users can browse and edit videos using Nikon's free View NX-i software, downloadable at <http://nikonimglib.com/nvnxi>.

Portability and Versatility

Remarkably lightweight, the Nikon 1 J5 is a versatile and portable companion that users can bring with them wherever they go. As the newest addition to the Nikon 1 System, the compact J5 is compatible with the entire 1 NIKKOR line of lenses and accessories and many DX and FX NIKKOR lenses when using the FT-1 Mount Adapter⁴.

Price and Availability

The Nikon 1 J5 will be available in Silver and Black, Silver and White and all Black in multiple kit configurations. The J5 alongside the 1 NIKKOR 10-30mm f/3.5-5.6 PD-Zoom lens will be available for a suggested retail price (SRP*) of \$499.95, while a kit with both the 1 NIKKOR 10-30mm f/3.5-5.6 PD-Zoom lens and 1 NIKKOR VR 30-110mm f/3.8-5.6 will be available for \$749.95 SRP* in Silver/Black and Silver/White only. Additionally, the Nikon 1 J5 will also be kitted with the 1 NIKKOR 10-100mm f/4-5.6 lens for \$1,049.95 SRP* in Silver/Black and Silver/White only. The Nikon 1 J5 will be available soon, with exact timing still to be determined.

Nikon Snapbridge

Nikon Snapbridge describes the experience of quickly and easily sending photos wirelessly from your Wi-Fi¹ enabled Nikon DSLR, Nikon 1 or COOLPIX camera to a compatible smartphone or tablet. Share your great photos on the go, even in remote locations or even use a smartphone or tablet to control your camera. See what the camera sees and take pictures—great for selfies and group photos that actually include you!

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. 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 Nikon 1 compact interchangeable lens camera system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 90 million NIKKOR lenses in 2014, 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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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**SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

¹*Nikon Cameras having built-in Wi-Fi capability or connected to a WU-1a or WU-1b Wireless Mobile Adapter can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system.*

²*Nikon Cameras having built-in NFC capability can only be used with a compatible smart device running on the Android™ operating system version 4.0 or higher.*

The Nikon Wireless Mobile Utility application must be installed on the device before it can be used with cameras having built-in Wi-Fi and/or NFC capability or connected to a WU-1a or WU-1b Wireless Mobile Adapter. Compatibility information can be found, and the application can be downloaded, at: <https://play.google.com/store/apps/details?id=com.nikon.wu.wma&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).

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³*Among Digital Cameras with interchangeable lenses available as of March 9, 2015, measured when using a single-point AF mode and the*

shortest focal length of 1 NIKKOR VR 10-30mm f3.5-5.6 PD-ZOOM; as determined by Nikon performance tests

⁴The Nikon 1 J5 is compatible via the FT-1 Mount Adapter with select NIKKOR lenses (those not exceeding 4lbs 6.5 oz. [2,000g]). To see a full list of compatible lenses, please visit <http://www.nikonusa.com/en/Nikon-Products/Product/Lens-Adapters/FT-1-Mount-Adapter.html>

Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.