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WITH A COMPACT, STYLISH DESIGN AND ADVANCED FEATURE SET, THE NEW NIKON COOLPIX S6500 CAPTURES HIGH-QUALITY IMAGES AND FULL HD VIDEOS WITH EASE

Sporting High Power Zoom Capabilities and Wi-Fi® Connectivity, the COOLPIX S6500 Makes It Easy to Capture Life Moments and Share Them with Others

Las Vegas, CES Booth #8643 (January 7, 2013) – Today, Nikon Inc. announced the new COOLPIX S6500, the latest addition to Nikon’s extensive line of COOLPIX cameras. The Nikon COOLPIX S6500 comes equipped with a 12x optical zoom, a 16-megapixel backside illuminated (BSI) CMOS sensor and a variety of user-friendly features, including five new Glamour Retouch effects, all packed into a slim, stylish camera body. In addition to an extensive feature set, the COOLPIX S6500 features built-in Wi-Fi connectivity that allows users to transfer images and HD movies from their camera directly to a compatible smart device through the Wireless Mobile Utility¹ application, for easy sharing with others.

“Built for those looking for an easy-to-carry camera that takes and shares great photos, the stylish and compact COOLPIX S6500 offers trusted Nikon technology and features that users have come to expect in Nikon COOLPIX cameras,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc.

Stylish, Compact and Feature Packed: The New COOLPIX S6500

Though sleek and slim, the S6500 boasts a high-performance 12x optical zoom lens, covering a long focal range from a wide angle 25mm to 300mm, with lens-shift Vibration Reduction (VR) technology to reduce the effects of camera shake including image blur. In addition to these features, the COOLPIX S6500 also sports a 16-megapixel backside illuminated (BSI) CMOS sensor that helps produce sharp detail and vivid color whether capturing extensive landscapes or close-ups. The COOLPIX S6500 also comes with built-in Wi-Fi connectivity so that users can share and transfer images and videos with family and friends by easily sending them to compatible smart devices, like smartphones and tablets, without the need of wires or cables. Users will then be able to post their Nikon quality images and movies to social networking sites from their smart devices. Consumers will also have the ability to use their smart devices to remotely take pictures with the S6500, which is extremely convenient when trying to capture a group photo that includes the photographer.

Unleashing Creativity: Unique Shooting Controls in the COOLPIX S6500

The COOLPIX S6500 offers many user-friendly shooting features and controls. Like previous COOLPIX

models, the S6500 includes Glamour Retouch effects for portraits, but also features five new effects that users can take advantage of during their photo taking experience:

- **Brighten Face:** Lightens skin tones on a person's face
- **Reduce Dark Circles:** Lightens the effects of dark colors under a person's eyes
- **Whiten Eyes:** Makes the whites of people's eyes appear more sharp and white
- **Whiten Teeth:** Makes a person's teeth appear whiter
- **Redden Cheeks:** Applies a blush-like effect to a person's cheek to give them a livelier look, plus several colors (orange, red, blue-pink and yellow-pink) can be selected to best complement the subject's cheeks in the photo.

High Quality Video Recording: Capturing Full HD Movies with the COOLPIX S6500

Users can capture Full HD movies with stereo sound and rich detail by simply pressing the dedicated movie record button. The COOLPIX S6500 also allows users to pause movie recording by saving multiple scenes recorded intermittently to eliminate unwanted portions as a single file. Users can enjoy playing back one continuous movie while also having the option to trim selected scenes from the footage.

Price and Availability

The Nikon COOLPIX S6500 will be available in late January 2013 for a suggested retail price (SRP) of \$219.95* in a variety of colors including Silver, Black, Red, and Orange. For more information about this COOLPIX camera and 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 Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 75 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.

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¹*Specifications and Compatibility:*

Smartphones, Tablets: Android™ version 2.3 or later (smartphone), Android version 3.0 or later (tablet). iPhone® and iPad®: iOS version 6.0 or later.

Wi-Fi®: 11b/g/n (maximum range approximately 10-15m/33-49 ft).

The Wireless Mobile Utility application must be installed on a compatible smart device before it can be used with a Nikon COOLPIX camera having built-in Wi-Fi. The application can be downloaded free of charge on Google Play™ on your Android device running Android 2.3 or later (smartphone) or Android 3.0 or later (tablet). For the iOS mobile platform, the application can be downloaded free of charge from the iTunes® online store for use with iOS version 6.0 or later.

*Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer.
For current compatibility please visit www.nikonusa.com/wificompatibility.*

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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.*