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**NIKON'S NEW DX-FORMAT D7200 DSLR WILL HELP PASSIONATE PHOTOGRAPHERS CONQUER THEIR NEXT CHALLENGE WITH INCREDIBLE SPEED AND IMAGE QUALITY**

*The Nikon D7200 is a Lightweight yet Powerful Option for Enthusiasts Eager to Create, Capture and Share Incredible Images and HD Video*

**MELVILLE, NY (March 1, 2015)** - Today, Nikon Inc. introduced the Nikon D7200, a powerful DX-format DSLR built for enthusiasts ready to conquer the next challenge in their photographic journey. Featuring a 24.2-megapixel CMOS sensor with no optical low-pass filter (OLPF) and the EXPEED 4 image processing system, the D7200 is capable of incredibly fast performance and capturing phenomenally detailed, sharp images and HD video. Nikon's newest lightweight DSLR also adds increased buffer capacity compared to the D7100, includes new Picture Controls and offers 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<sup>®1</sup> and Near Field Communication (NFC<sup>2</sup>). Additionally, Nikon introduced the new ME-W1 wireless microphone, a simple solution to DSLR videographers' wireless sound needs, as well as the new View NX-i imaging software.

"Those passionate about photography are constantly looking for the next challenge and Nikon is committed to providing the tools necessary to take that passion to the next level," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "The new DX-format Nikon D7200 offers the next level of performance for the enthusiast photographer that wants to creatively capture exceptional images and HD video that can be easily shared with friends and family."

**Incredible Image Quality**

Nikon's newest DSLR features a powerful 24.2-megapixel DX-format CMOS sensor with no OLPF capable of producing stunning images and maximum sharpness in nearly any shooting scenario. Combined with the new EXPEED 4 Image Processing engine, the Nikon D7200 renders sharp images and HD video with wide dynamic range, with the added benefit of extremely precise autofocus and metering. Whether on assignment or photographing the next family gathering, the D7200 is the ideal tool to capture important moments with incredible quality. For when available light is scarce, the camera also features a wide ISO range from 100-25,600 to help minimize noise in low-light situations. As always, the Nikon D7200 maintains compatibility with the legendary line of NIKKOR lenses and DSLR accessories which adds even more reach and versatility to any photographer's kit.

**Powerful Performance for Serious Photographers**

Enthusiast photographers need a DSLR that can keep up with their passions. The Nikon D7200 sports a host of features designed to provide the power and precision needed to take on the next photographic

challenge. Courtesy of EXPEED 4, the D7200 features 30% faster image processing than its predecessor, the Nikon D7100, and provides an increased buffer capacity that now allows the camera to shoot 18 consecutive RAW 14-bit lossless compressed images, 27 12-bit compressed shots or 100 JPEG frames. Additionally, this powerful DX-format DSLR offers users the versatility to shoot at 6 frames-per-second (fps) continuously or up to 7 fps in 1.3x crop mode, a popular shooting mode for both sports and wildlife photographers.

Photographers in need of a versatile, powerful yet lightweight DX-format DSLR need look no further than the Nikon D7200. When shooting fleeting moments or fast action, photographers will appreciate the camera's pro-caliber 51-point autofocus array powered by a new Advanced Multi-CAM 3500II DX high-density system. The AF points cover a wide DX-format area, and nearly the entire frame using 1.3x crop mode. Even in low-light, the D7200 utilizes 15 cross-type sensors to achieve incredible focus on moving subjects, while the center point works down to f/8, making it great for use with compatible teleconverters. The Nikon D7200 also features a 2,016 RGB metering sensor alongside Nikon's Scene Recognition System to help achieve the perfect exposure and focus in a variety of shooting scenarios.

### **Create, Capture and Share with Incredible Versatility**

The Nikon D7200 is the first Nikon DSLR to feature both built-in Wi-Fi<sup>®1</sup> and NFC<sup>2</sup> that allow for seamless connectivity and sharing via compatible smart devices. Via NFC, users can simply touch their device to the camera for easy connectivity, while built-in Wi-Fi also allows the user to utilize their smartphone for simple playback and sharing, as well as a remote shutter and monitor.

In addition to robust performance and incredible image quality, the D7200 also sports a feature set designed to foster creativity in any level of photographer. Nikon's newest DX-format DSLR features the next generation of Picture Controls, now including Flat and Clarity settings, to help users craft each individual image to their intended expression. These controls have been expanded for use in Live View, while artistic effects can be applied to both stills and video in real time, offering the user the ultimate in creative control. Ergonomically designed and ready to endure the elements, the Nikon D7200 features a durable yet lightweight magnesium alloy body and is ready to tackle the next photographic challenge. Users can also take advantage of a 3.2-inch ultra high-resolution (1,229k dot) LCD monitor and a low-power consumption organic EL (OLED) display element in the optical viewfinder that improves visibility when shooting.

### **Impressive Video Capabilities**

The Nikon D7200 inherits many of the high-end video capabilities of Nikon's latest full frame DSLRs, the Nikon D810 and Nikon D750. Ready to capture top-quality HD video at a moment's notice, users can take advantage of a robust video feature set that allows videographers to record uncompressed and compressed Full HD 1080 footage at 30/25/24p and 1080 at 60/50p in 1.3x Crop Mode. Additionally, Auto ISO sensitivity is now available in manual mode, helping create smooth exposure transitions without changing shutter speed or aperture, while "zebra stripes" highlight display is available to confirm exposure. Video controls are available through a dedicated movie menu for quick access, while aspiring videographers can also utilize a built-in stereo microphone with 20 step adjustments to record smooth DSLR audio. The D7200 is also the first Nikon DX-format DSLR to feature a built-in Time Lapse Mode with exposure smoothing, making capturing a beautiful sunset time-lapse easier than ever.

### **ME-W1: A Simple Solution to Wireless Sound in DSLR Video**

Nikon has also introduced a versatile new wireless lavalier microphone for Nikon users, the ME-W1, capable of capturing crisp and detailed audio wirelessly. Weather resistant and powered by two AAA batteries, users can wirelessly record audio in mono or stereo (when connected to the ME-1 stereo microphone) from up to 50m (164 ft.) away. Great for bloggers, aspiring videographers or even

professionals, the ME-W1 makes recording audio for DSLR video simple, without sacrificing quality sound.

### **View NX-i: New, Innovative Software for Photographers**

For photographers that wish to take control of their images after capture, Nikon also announces new View NX-i browsing software that allows for more intuitive control of images than ever before. View NX-i allows users to browse RAW files adjusted by Capture NX-D software and provides the easy upload of images to social networks.

### **Price and Availability**

The Nikon D7200 will be available in early April 2015 either body only or kitted with the AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR for suggested retail prices (SRP) of \$1,199.95\* and \$1,699.95\*, respectively. The ME-W1 wireless microphone will be available in March 2015 for \$249.95\* SRP, while Nikon's View NX-i software will be available on March 17, 2015 as a free download. For more information about the Nikon D7200 and other Nikon cameras and products, please visit [www.nikonusa.com](http://www.nikonusa.com).

### **Nikon Snapbridge**

Nikon Snapbridge describes the experience of quickly and easily sending photos wirelessly from your Wi-Fi<sup>1</sup> 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.*

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

<sup>1</sup> 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.

<sup>2</sup> Nikon Cameras having built-in NFC capability can only be used with a compatible smart devices 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.wmau&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).

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