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**SERIOUSLY CAPABLE, SURPRISINGLY COMPACT: PACKING PRO FEATURES AND FX-FORMAT IMAGE QUALITY, THE NIKON D750 IS THE FULL-FRAME D-SLR THAT'S BEEN WORTH WAITING FOR**

*Along With the D750, Nikon Announces Attractive New Offerings for Advanced Enthusiast and Professional Photographers, Including the SB-500 Speedlight and AF-S NIKKOR 20mm f/1.8G ED Lens*

**MELVILLE, NY (September 12, 2014 at 12:01 A.M. EDT)** Today, Nikon Inc. announced the D750, the D-SLR that provides adept enthusiasts with the powerful combination of pro-caliber photo and video features with FX-format image quality. The new D750 represents a leap forward for this camera segment, inheriting some of the best elements from Nikon's revered full-frame professional cameras, with new and refined features aimed at sparking creativity and sharing with built-in Wi-Fi. Additionally, Nikon has also announced the SB-500, a versatile yet compact multimedia Speedlight, and Nikon's fastest ultra wide-angle lens yet, the new AF-S NIKKOR 20mm f/1.8G ED. These new products easily supplement a professional's kit, while making it more appealing than ever for enthusiasts to discover the intense and immersive image quality that only an FX-format sensor can offer.

"The Nikon D750 is the camera many have been waiting for; never before has this level of functionality and vast feature set been offered in a full frame D-SLR, at such an attractive price," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "These new products, including the SB-500 Speedlight and 20mm f/1.8 lens are meant to directly address those who care about image quality and want the gear that will help drive their passion to the next level."

**Serious Features for Advanced Shooters**

The new Nikon D750 provides professional-level features and performance in a durable, lightweight body. Whether the user is an advanced enthusiast or seasoned pro in need of a second body, the D750 easily complements any photographic discipline with a pro-caliber capability.

Sharp landscapes and portraits are simple with Nikon's advanced 51-point AF system, the same used on Nikon's high-end D-SLRs. The Advanced Multi-Cam 3500-FX II AF focus system also easily tracks fast moving wildlife or sports, even at the rapid, high-speed burst rate of 6.5 frames per second (fps), at full resolution. Similar to the Nikon D4S, the D750 features the 91,000-pixel 3D Color Matrix Meter III and its blazing fast AF system uses 15 cross-type AF sensors for enhanced accuracy, with 11 cross-type sensors that are fully functional up to f/8. In addition to normal, wide area, face priority and subject tracking AF modes, the D750 also features the new Group Area AF mode for enhanced accuracy. Challenging light such as a poorly lit wedding reception is also no problem for the D750, as the AF system has been improved with the ability to lock on to subjects in as little as -3 EV illumination, a first for any Nikon D-SLR.

The D750 is Nikon's first FX-format D-SLR with a tilting Vari-Angle LCD, with robust construction to meet the needs of working in the field. The precision 3.2-inch, 1,229K dot screen tilts to accommodate shooting overhead, at waist level and is ideal for shooting photos or HD video on a tripod. For those serious about using a D-SLR for video, the D750 delivers the same level of functionality found in the Nikon D810, with the maximum amount of manual control that's essential for production applications.

### **Next Level Image Quality**

The Nikon D750 features a newly developed 24.3-MP FX-format CMOS sensor to provide adept photographers with image quality that's nothing short of astounding; with rich colors, beautiful gradation and a vast dynamic range. A myriad of other intelligent features help photographers to unlock their potential to create and share vibrant, tack-sharp images that takes an imaginative story from concept to reality.

- The new Nikon D750 features the EXPEED 4 Image Processing Engine, similar to the pro-level D810 and D4S. In addition to increasing energy efficiency and performance, EXPEED 4 contributes to the overall image excellence with noise reduction performance and other benefits.
- Whether shooting a vista bathed in full sun to a reception in minimal light, the camera produces images with exceptionally low noise in a variety of lighting conditions. The broad ISO range extends from 100-12,800, expandable from (Lo-1) 50 to (Hi-2) 51,200.
- Highlight Weighted Metering is ideal for capturing stage performances and events, preventing blown-out highlights in photo and video.
- The D750 also features the latest generation of Nikon's Advanced Picture Control settings. The "Clarity" setting enhances midtones to emphasize intense image details and "Flat" Picture control is used for a broad tonal range, which is ideal for photo and video applications. Picture controls are also customizable in .25 increments, for maximum versatility in any shooting situation.

### **Full Control of Advanced Video Features**

The D750 features the same level of advanced video functionality as the Nikon D810, an HD-SLR known in studios and on-set for its professional production pedigree. The camera can capture video in Full HD 1920x1080 resolution at 60/30/24p and gives videographers and multimedia artists full manual control, including aperture adjustment. Like D810, the Power Aperture feature provides smooth transitions while adjusting the aperture during recording, and in manual mode, users can control shutter speed and ISO.

The D750's compact size and affordability will make it a welcome addition to any production environment, as will its FX and DX-format crop modes that make it a snap to adjust the focal range without swapping lenses. Implementing another indispensable feature on-set, footage can be recorded to the dual SD memory card slots, or simultaneously output to an external recorder or monitor via HDMI for a variety of applications. Camera operators will also enjoy features such as headphone and microphone jacks, Zebra stripes to spot overexposed areas, as well as the ability to select frequency ranges for the internal stereo microphone. For time lapse, the camera utilizes Exposure Smoothing, a great feature that creates balanced exposure transitions between frames when using the time lapse or intervalometer feature.

### **FX-Format Connectivity**

The Nikon D750 is Nikon's first full frame D-SLR to include built-in Wi-Fi, which enables photographers to both share their images and capture remotely. Using Nikon's free Wireless Mobile Utility App<sup>1</sup>, users can connect with their compatible mobile device, such as a smart phone or tablet. Once connected, a tap on the screen engages auto focus, while the camera can be triggered remotely, making it easy to position the camera in areas where access could be difficult. Once downloaded, users can also utilize popular applications and social networks to seamlessly share images, bringing the exciting image quality of full-

frame to the feeds of friends and family, on the fly. The feature can also be used to scout and send location photos to clients, or instantly deliver photos processed with the in-camera editing features.

For professional photographers and videographers, the camera also has the capability to transmit images over FTP using the WT-5a wireless transceiver plus the UT-1 Communications Unit. With these optional accessories, the camera can be triggered and controls operated in HTTP mode using the web browser of a mobile device. Live view as well as start/stop recording can also be enabled remotely, providing the ability to capture otherwise impossible footage, for example when the camera is mounted on a crane.

### **Command Agility and Durability**

The camera is manufactured using a “monocoque” structural skin technique, which adopts durable carbon fiber for the front body and front cover, and resilient magnesium alloy for the rear cover and top cover. The resulting camera body is the ideal balance of substantial build quality and compact, yet lightweight design for comfortable all-day shooting. The structure is also sealed and gasketed to resist dust and moisture, and the shutter has been tested to 150,000 cycles. To further enhance build quality, the 3.2-inch tilting Vari-Angle LCD screen is joined to the camera using a durable three-axis metal mount, designed to withstand the rigors of professional use. Users can also opt to compose through a bright viewfinder with 100% frame coverage, with shooting info displayed using organic EL illumination.

From a newlywed’s first kiss to a bouquet toss, a split-second can make or break an image; ergonomics and the ability to quickly adjust camera functions are important factors to consider for enthusiasts and pros. The new body design ensures a secure and comfortable grip regardless of the size of user’s hands, while button placement is considered for peak performance.

### **Comprehensive Photographic System**

Whether upgrading a current system or switching to Nikon’s legendary image quality, Nikon offers an all-inclusive system of NIKKOR Lenses, Speedlights and accessories for every type of photographer. The Nikon D750 is compatible with more than 80 FX and DX-format NIKKOR lenses, the same optics that have built a lasting legacy of amazing image quality with brilliant sharpness and faithful color reproduction. For those upgrading from a DX-format lens system the D750 can also shoot in DX mode at 10.3-megapixels. The camera is compatible with Nikon’s Creative Lighting System (CLS) using the camera’s built in flash to control remote Speedlights for creative lighting possibilities. The new MB-D16 battery pack will also be released with the camera, to provide users with extended battery life as well as a functional vertical grip.

### **AF-S NIKKOR 20mm f/1.8G ED: Fast Ultra Wide-Angle Lens**

The AF-S NIKKOR 20mm f/1.8G ED is the latest addition to Nikon’s popular f/1.8 series of FX-format lenses, which provide enthusiast photographers with fast, quality optics at an attractive price. This is Nikon’s first ultra wide angle lens with an f/1.8 aperture, allowing users to shoot in challenging light and create images with a pleasing separation between subject and background. With a 94-degree angle of view (FX), the lens is ideal for architecture, interiors, wide-angle landscape and creative group portraits. When paired with the compact D750, this lens is also a great solution for video applications that call for shooting in cramped quarters. This AF-S lens provides whisper quiet and fast autofocus capability, an internal focus design, and features Nikon’s exclusive Nano Crystal Coat to reduce instances of ghost and flare.

### **SB-500: Versatile and Compact Video Speedlight**

The SB-500 Speedlight is an exciting addition to Nikon’s Speedlight lineup, offering users the unbeatable yet versatile combination of a compact yet powerful Speedlight and LED video light, covering a wide 16mm/24mm (FX/DX). The controls on the SB-500 are simplified, making it easy to explore the

possibilities of creative lighting with Speedlights. For full control over illumination, the head of the Speedlight has a 90-degree vertical swivel to bounce light off ceilings, and rotates 180-degrees for soft lighting effects. For remote lighting possibilities, the SB-500 Speedlight can be integrated into a CLS system with two-group/two-channel control. The powerful LED light (100 lux) is a great option for lighting video, and can be operated independently. Additionally, the SB-500 Speedlight is also powered by only two AA batteries, reducing both its weight and size.

### **Price and Availability**

The Nikon D750 D-SLR will be available in late September for the suggested retail price (SRP) of \$2299.95\* (body only). The Nikon D750 will also be available as a kit with the AF-S NIKKOR 24-120mm f/4 VR lens in mid-October. The MB-D16 battery pack/grip will be available for \$485.00 SRP. The AF-S NIKKOR 20mm f/1.8G ED will be available in late September for an SRP of \$799.95. The SB-500 Speedlight will also be available in late September for \$249.95 SRP. For more information about these models, NIKKOR lenses or to download the new Capture NX-D software, please visit [www.nikonusa.com](http://www.nikonusa.com).

### **About Nikon**

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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.*

*1. Cameras having Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The application can be downloaded free of charge from Google Play™ or the Apple App Store.*

*For use with Android or iOS mobile devices, please refer to mobile device compatibility and available features 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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