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FALL IN LOVE AGAIN: NEW Df D-SLR IS UNDENIABLY A NIKON WITH LEGENDARY PERFORMANCE AND TIMELESS DESIGN

Photo Pros and Enthusiasts Alike Will Embrace the Lightweight FX-Format Df D-SLR, Which Strikes the Ideal Balance of Classic Iconic Style and Advanced Imaging Technology

MELVILLE, NY (November 4, 2013) The new Nikon Df is a modern classic designed for those who have felt a connection to their camera, who revel in the idea of going out to photograph an unfamiliar location, and who know the effort and ultimate satisfaction that is part of getting the shot. Announced today, the Nikon Df is a unique, advanced-level D-SLR that harmonizes Nikon heritage and modern performance in a lightweight and very capable FX-format camera. The new Df pays homage to the enduring style and controls of Nikon's distinguished "F" series of 35mm film cameras, yet features technology similar to Nikon's professional flagship D4 D-SLR. Released alongside the similarly styled AF-S NIKKOR 50mm f/1.8G Special Edition lens, Nikon's newest FX-format D-SLR presents a versatile and reliable option to help passionate photographers truly achieve their creative vision.

"Nikon cameras have played an important role in documenting world history for the better part of 50 years, and have earned their position as a reliable tool that pros and enthusiasts can count on. The Nikon Df represents much more than a storied legacy of cameras; it's more about giving the user a chance to truly enjoy the experience of taking amazing images," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "The design is unwavering, and the features are the latest in Nikon imaging technology. The Df brings together the best of yesterday and today for advanced full frame photographers."

A Classically Styled, Thoroughly Modern Masterpiece

From a robust feel, to mechanical dials and finely detailed craftsmanship, the Df embodies the very best of Nikon's photographic legacy. The classically styled camera recalls design cues such as a recognizable pentaprism and top cover, which is now constructed of durable, lightweight magnesium alloy. The top of the camera features elegant yet sophisticated mechanical controls for settings, letting users feel the tactile reassurance of adjustments, such as a familiar click stop for shutter speed adjustment. Additional dedicated dials also control ISO, exposure compensation, release mode and exposure mode, while modern controls are also easily accessible. The intuitive control layout allows for quick and confident setting adjustment, yet retains a solid operational experience that "feels like a Nikon camera."

The Df has been designed with an emphasis on familiar intricate details made famous from previous generations, including the leather-textured top and grip, along with the body mounted shutter button with a threaded release port. The design also recalls the slenderness of the previous generation's cameras, making this the smallest and lightest FX-format camera in Nikon's lineup.

It isn't all about good looks though, as this enduring design is coupled with legendary performance to create a very capable and extremely appealing FX-format offering for professionals and enthusiasts. The 16.2-megapixel FX-format CMOS sensor of the Df is inherited from Nikon's professional flagship D-SLR, the D4. The large 36 x 23.9mm CMOS sensor is praised for its ability to produce amazing image quality in a wide variety of lighting conditions. Whether shooting landscapes, wildlife or weddings, the frames captured with the Df exhibit amazing clarity, accurate color and a broad dynamic range. In addition, Nikon's exclusive EXPEED 3 image processing engine helps propel image quality, yielding images with a natural color and depth, all while enhancing subtle and nuanced tones.

Additionally, like the professional Nikon D4, the Df performs well in a wide variety of challenging lighting conditions with an exceptionally wide ISO range from 100 to 12,800, expandable to a staggering ISO 204,800. The combination of low noise and wide range make this an appealing camera to take on the challenges faced by photojournalists and event photographers, as well as those who enjoy the pursuit of extracting otherwise impossible images using natural light.

A Feature Set for Passionate Photographers

The Nikon Df is engineered to enhance the experience of taking photos and represents a culmination of decades of experience and feedback from photographers in the field, the studio and the sidelines. From its proven AF system to modern connectivity and legacy lens compatibility, the Df contains the century's best photographic features for an enjoyable all-day shooting experience.

- **AF System:** The convenience and precision of Nikon's 39-point AF system is proof-positive of the benefits of modern technology. With 39 selectable AF points throughout the frame for precise focus, the Df also features nine cross-type sensors, and seven AF points capable of working down to f/8. Users can also choose from a variety of AF area modes to match their shooting style: 9-point, 21-point, 39-point, 39-point with 3D Tracking and Auto Area AF.
- **Get the shot with 2016-Pixel 3D Matrix Metering and Scene Recognition System:** This Nikon system analyzes each shooting scenario and determines proper camera settings, resulting in even exposures, accurate white balance and precise AF. To capture action sports, wildlife and other fast moving subjects, the Df has a continuous burst shooting rate of up to 5.5 frames-per-second (fps).
- **Compose with a 3.2-inch LCD Display and Glass Pentaprism Viewfinder:** Users can easily compose through the high-resolution LCD screen or the bright optical viewfinder. The LCD screen has 921K-dot resolution, making it easy for users to adjust additional settings, review images or compose using Live View. Using the glass optical viewfinder, users will enjoy 100 percent accuracy and a bright field of view. What's more, the shooting data presented through the viewfinder has also been updated and digitized.
- **Connect and Share Instantly:** Another modern touch allows users to connect and share their images instantly using the optional WU-1a Wireless Mobile Adapter¹. By connecting to a mobile device, users can download and share images or remotely fire the camera.
- **Features for Creativity:** Photographing dramatic monochrome or vivid landscapes is easier with Nikon's Picture Controls, which allow for the customization of color, saturation and tone. The Df also features built-in High Dynamic Range (HDR) to combine multiple shots with enhanced tonal

range, and two to five-frame auto-bracketing. For maximum control, images can also be captured in JPEG, TIFF or RAW file formats.

- **Support for a Storied NIKKOR Legacy:** In addition to being compatible with all current AF, AF-S, DX and AF-D NIKKOR lenses, the *Df* is also compatible with classic Ai and non-Ai NIKKOR glass. Thanks to a new metering coupling lever located on the bayonet, the user has the ability to once again enjoy their lens collections with renewed functionality. Full-aperture metering is also supported.
- **Accessory System Support:** The *Df* is compatible with Nikon's Creative Lighting System (CLS), letting users take advantage of i-TTL exposure or fire multiple units remotely using a Speedlight commander. To remotely trigger the shutter, the camera also supports the new WR remote system, as well as the threaded AR-3 cable release, which screws in to the shutter button in the traditional style.

A Classic FX-Format Special Edition NIKKOR Prime

The new AF-S NIKKOR 50mm f/1.8G Special Edition lens is the result of classic NIKKOR styling combined with today's optics to create the ideal focal length companion lens for the *Df*. The design honors original NIKKOR Ai lenses, with colors, texture, and an aluminum mounting ring that is mated to the style of the *Df*. This lens is ideal for everyday portraiture, landscapes and casual photography, but offers a wide aperture and seven-blade diaphragm for natural image blur and a dramatic depth of field. Despite the timeless design, the 50mm f/1.8G is created with modern AF-S design benefits to give photographers rapid response, quiet operation and excellent sharpness and clarity throughout the frame.

Price and Availability

The Nikon *Df* will be available in late November 2013, invoking classic Nikon silver and black color schemes. The suggested retail price (SRP) of the *Df* (body only) will be \$2,749.95*, while the *Df* and 50mm f/1.8 Special Edition lens kit will have a SRP of \$2,999.95*. The AF-S NIKKOR 50mm f/1.8G lens will be sold separately for a SRP of \$279.95*. For an additional flair of nostalgic style, Nikon is also offering black or brown leather carrying cases, the CF-DC6B and CF-DC6S (pricing and availability to be announced).

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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. Nikon Corporation, the parent company of the Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 80 million

NIKKOR lenses in 2013, 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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¹The Wireless Mobile Adapter Utility Application must be installed on the smart device before it can be used with the WU-1a Wireless Mobile Adapter connected to the Nikon Df. 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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*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.