



**FOR IMMEDIATE RELEASE**

**Press Contacts:** MWW Group

Matt Kopacz E: [mkopacz@mww.com](mailto:mkopacz@mww.com)

Alisa Finkelstein E: [afinkelstein@mww.com](mailto:afinkelstein@mww.com)

P: 201.507.9500

[press.nikonusa.com](http://press.nikonusa.com)

---

## **STUNNING IMAGES ARE MADE SIMPLE WITH NIKON'S NEW BUDGET-FRIENDLY COOLPIX COMPACT DIGITAL CAMERAS**

*Nikon's Newest Ultra-Compact and Stylish COOLPIX S3700 and COOLPIX L32 Cameras are Ready to Capture Everyday Memories with Ease*

**MELVILLE, NY (February 9, 2015)** - Today, Nikon Inc. announced two new budget-friendly COOLPIX cameras, the S3700 and L32. These ultra-compact and stylish offerings make it fun to capture stunning images and HD video with ease. From birthday parties to beach days, these new cameras are a welcome addition to any family and are ready to use at a moment's notice. In addition to a powerful 8x optical zoom, the 20.1-megapixel COOLPIX S3700 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 technology (NFC<sup>2</sup>).

"When life moves fast, users want an easy-to-use camera that can keep pace, in order to capture memories through vivid images and videos, at a moment's notice," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "Nikon's new COOLPIX S3700 and COOLPIX L32 are a great value, as they are affordable yet powerful compact camera options that offer tremendous image quality and performance in the palm of a hand."

### **A Camera You Can Count On, Wherever Life Leads**

The COOLPIX S3700 is the ideal ultra-compact camera, which helps users capture amazing photos and HD videos with ease. With built-in Wi-Fi<sup>1</sup> and NFC<sup>2</sup> connectivity, the S3700 makes it simple to seamlessly share images with friends and family. Whether photographing an up-close photo of a beautiful garden or a school play from far away, the 8x optical zoom with Lens-Shift Vibration Reduction (VR) technology, 16x Dynamic Fine Zoom\* and 20.1-megapixel CCD sensor will help to ensure sharp, detailed images. For photographing fast-moving kids and pets, the S3700 features Subject Tracking to track the subject, keeping it in focus for high quality photos. Users can also capture 720p HD video, or use fun photo effects and Glamour Retouch modes to tap into their inner-creative to make fun and flattering images, that are ready to share.

### **Everyday Easy to Capture Everyday Moments**

The new 20.1-megapixel COOLPIX L32 allows users to conveniently capture great images without hassle through a highly intuitive and simple interface. Whether shooting in Easy Auto Mode, one of the 15 scene modes or recording video with one-touch recording, the L32 emphasizes ease-of-use for everyone. Users can creatively capture stunning images or 720p HD video of nights out, day trips and special moments using the versatile 5x optical zoom, and compose and playback on the bright 3.0-inch

LCD display. The COOLPIX L32 also accepts widely available AA batteries, making it a great travel companion for the next family vacation.

### **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!

### **Price and Availability**

The Nikon COOLPIX S3700 and COOLPIX L32 will all be available in February 2015. The S3700 will be available in Silver, Red and Pink for a suggested retail price (SRP) of \$139.35\*\*. The L32 will be available in Red and sold for an SRP of \$119.95\*\*.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Waterproof Shockproof, Slim Zoom, Bridge Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, please visit [www.nikonusa.com](http://www.nikonusa.com).

### **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](#).

###

*\*Dynamic Fine Zoom magnification is calculated from the full-wide end of optical zoom.*

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

<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 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.wmau&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).*

*Apple, the Apple logo, iPhone, iPad and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.*

*Android and Google Play are trademarks of Google Inc.*

*Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance.*

*All Nikon trademarks are trademarks of Nikon Corporation.*

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