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Press Contacts: MWW Group

Matt Kopacz E: mkopacz@mww.com

Alisa Finkelstein E: afinkelstein@mww.com

P: 201.507.9500

press.nikonusa.com

COMPACT, TOUGH AND READY, NIKON'S NEW RUGGED COOLPIX AW130 AND FAMILY FRIENDLY COOLPIX S33 COMBINE DURABILITY WITH IMPRESSIVE IMAGING PROWESS

Whether Capturing Adventures in Extreme Conditions or Just the Backyard, Nikon's Newest Waterproof, Shockproof and Freezeproof COOLPIX Cameras Will Help Preserve Every Incredible Memory

MELVILLE, NY (February 9, 2015) – Today, Nikon Inc. introduced the COOLPIX AW130 and COOLPIX S33, two durable compact cameras capable of capturing incredible images and Full HD videos, even under extreme conditions. Both of Nikon's new COOLPIX additions are waterproof, shockproof and freezeproof and ready for nearly any adventure, whether it's an epic ski trip or just the backyard pool party. The AW130 is designed to handle adverse conditions with ease while offering a feature set ideal for those with an active lifestyle including GPS. Additionally, the COOLPIX AW130 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-Fi¹ and Near Field Communication technology (NFC²). The COOLPIX S33 combines worry-free durability with an easy to use interface that helps every member of the family capture incredible images and HD video.

"When life moves fast, consumers need a camera that can keep up and capture incredible images in even the toughest conditions," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "While the COOLPIX AW130 offers incredible durability and adventure-friendly features needed in even the most extreme conditions, the COOLPIX S33 is a great camera for every member of the active outdoor family."

Durable Cameras Ready for Life's Adventures

Featuring a 16-megapixel CMOS sensor, the COOLPIX AW130 is ideal for capturing stunning images and Full HD 1080p video of life's extreme adventures. Whether snorkeling, rock climbing or skiing, the waterproof (100ft / 30 m), shockproof (7ft / 2.1 m) and freezeproof (14F / -10C) camera is ready to handle all that Mother Nature throws at it. With built-in Wi-Fi¹ and NFC², users can experience quick and easy sharing of photos and videos by wirelessly connecting their camera to a compatible smartphone or tablet, even in remote locations. Adventurous photographers can even use their smartphone to remotely trigger the camera when connected. The COOLPIX AW130 also features a 3-inch, 921k-dot OLED display along with updated ergonomics and a new design. Furthermore, for easy operation in nearly any situation, Action Control lets users easily adjust camera settings with just the flick of a wrist – even with gloves on. With built-in GPS, Maps and POI technology which allow the user

to record the longitude and latitude of where any image was captured, and an electronic compass the COOLPIX AW130 keeps you on track. Additional features include a 5x optical zoom NIKKOR ED glass lens (24mm-120mm f/2.8 max aperture) and 10x Dynamic Fine Zoom* helps to get closer to the action.

Ready to endure nearly any family outing, the COOLPIX S33 is waterproof (33ft / 10m), shockproof (5ft / 1.5m) and freezeproof (14F / -10C) and features an easy-to-use interface and dedicated one-touch buttons for simple shooting that lets the entire family shoot with ease. The 13.2-megapixel CMOS sensor and versatile 3x zoom allow users to capture excellent images, while a dedicated movie record button allows users to shoot 1080p Full HD video at the touch of a button. The COOLPIX S33 offers creative fun for the whole family, with 16 creative styles and effects options, including Underwater Face Detection, and an option to shoot videos with miniature effect.

Nikon Snapbridge

Nikon Snapbridge describes the experience of quickly and easily sending photos wirelessly from your Wi-Fi^{®1} 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 COOLPIX AW130 will be available in March 2015 in Yellow, Blue and Black for a suggested retail price (SRP) of \$349.95**. The COOLPIX S33 will be available in March 2015 in White and Blue for a SRP of \$149.95**

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.

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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**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.*

¹*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.*

²*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).

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