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POWERFUL AND COMPACT: THE NEW NIKON COOLPIX L830 OFFERS HIGH PERFORMANCE AND SUPER TELEPHOTO CAPABILITIES IN A CONVENIENT CAMERA DESIGN

Rounding Out the Pack, the New Nikon COOLPIX S6800, COOLPIX S5300, COOLPIX S3600 and COOLPIX L30 Offer Easy-to-Use Features That Help to Deliver Great Performance and Image Quality

MELVILLE, NY (January 6, 2014) – Today, Nikon Inc. introduced the new COOLPIX L830, a compact camera that incorporates a powerful 34X zoom lens and the latest Nikon imaging technology to help users easily capture stunning images and Full HD video either close-up or at a distance. Additionally, Nikon has also introduced the COOLPIX S6800, COOLPIX S5300, COOLPIX S3600 and COOLPIX L30, which all boast features that help users achieve the spectacular shot, from capturing everyone smiling for a family photo to accurately portraying the true beauty of a morning sunrise. Along with the L830, these new COOLPIX cameras offer user-friendly features and the ability to create vibrant, sharp image with compact convenience, all at a tremendous value.

“With its incredible zoom capabilities and trusted Nikon imaging technology, the new COOLPIX L830 is an exciting addition to the Nikon COOLPIX lineup,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “In addition to the L830, the new COOLPIX S6800, S5300, S3600 and L30 provide options for those that love to capture and share their images and videos while answering their photography needs.”

The COOLPIX L830: Incredibly Easy, Incredible Zoom

A user-friendly, ergonomically designed long zoom camera, the Nikon COOLPIX L830 gives users the power to easily preserve life’s precious moments in incredible detail. The L830’s astounding zoom capabilities stem from its super telephoto lens that provides a 34X optical zoom range and an unbelievable 68X Dynamic Fine Zoom* range. Helping to ensure that the detail captured at these long distances is clear, the COOLPIX L830 sports a 16-megapixel backside illuminated (BSI) CMOS sensor to deliver stunning images and Full HD (1080p) videos, even in low light. The fear of camera shake and the blurry photos that result from it, especially when shooting at super telephoto distances, are minimized thanks to the L830’s Lens-shift Vibration Reduction (VR) system and new Hybrid VR system when shooting videos. From the full-frame action shot captured from the sidelines to a close-up of the player’s expression mid-play, the photographic possibilities are endless.

Even those who consider themselves beginner photographers can take great photos with the COOLPIX L830's intelligent features, including Easy Auto Mode and Smart Portrait System. With 18 scene modes and a bevy of special effects including Filter Effects and Skin Softening, creating breathtaking landscapes and flattering portraits is a breeze. The L830 also features a 3.0-inch high resolution (921,000-dot) Tilt-LCD monitor to help users compose photos from different perspectives and get the shot they intended.

Intuitive functionality is achieved with strategically placed menu buttons that are easy to navigate, so users spend more time capturing the great shots and less time setting the camera. For added convenience, the COOLPIX L830 runs on easily available AA-size batteries, so it can be ready to perform at a moment's notice.

New COOLPIX Offerings

Nikon has also introduced the COOLPIX S6800, COOLPIX S5300, COOLPIX S3600 and COOLPIX L30, which all boast features that help users achieve great shots and HD video, from capturing everyone smiling for a family photo to accurately portraying the vivid colors and true beauty of a morning sunrise. These new COOLPIX cameras offer user-friendly features and can create sharp, vibrant images that point-and-shoot photographers seek, at a tremendous value.

- **The COOLPIX S6800:** With a versatile 12X optical zoom, 24X Dynamic Fine Zoom* and built-in Wi-Fi® capability packed into a sleek, compact body, the S6800 makes it easy to capture and share high quality images on the go. A 16-megapixel BSI CMOS sensor and nearly foolproof features including 18 scene modes and Target Finding AF help to ensure clear, sharp photos in nearly any situation. Composing and editing images is also made simpler with features like a 3.0-inch LCD monitor and Advanced Glamour Retouch with four new functions, including Glare Reduction, Lipstick, Mascara and Eye Shadow. The COOLPIX S6800 is also equipped with built-in Wi-Fi, allowing the user to share their photos instantly through their compatible smart device through the Wireless Mobile Adapter Utility application.¹
- **The COOLPIX S5300:** When staying connected matters, the S5300 lets users share incredible photos instantly with its built-in Wi-Fi capability. With must-have features like the 8X optical zoom and 16X Dynamic Fine Zoom*, 16-megapixel CMOS sensor and Advanced Scene Auto Selector, users have the confidence to capture these share-worthy moments no matter where they are. Video recording is also enhanced with Hybrid VR, which reduces image blur caused by camera shake.
- **The COOLPIX S3600:** For users looking for an affordable yet stylish camera option, the S3600 answers the call in a compact body (approximately 0.8-inches/19.9mm thick) that is easy to place in a pocket. An 8X optical zoom and 16X Dynamic Fine Zoom* gives users the versatility to shoot portraits and landscapes, while features like the 20.1-megapixel CCD sensor, 18 scene modes, Smart Portrait System and Target Finding AF help them capture these shots in sharp detail. Users can also record unforgettable moments in 720p HD video with Hybrid VR.
- **The COOLPIX L30:** The easy-to-use 20.1-megapixel L30 lets users capture memorable photos and HD videos effortlessly with trustworthy features such as a 5x optical zoom, Easy Auto Mode, Smart Portrait System and Advanced Glamour Retouch. With an easy-to-hold grip and intelligent button layout, the COOLPIX L30 was designed with the user's comfort in mind. Convenience is also valued as the L30 features a dedicated Movie button that lets the user record instantly, and operates on readily available AA-size batteries.

Price and Availability

The COOLPIX L830 will be available in February 2014 for a suggested retail price (SRP) of \$299.95** in Black, and Red. The COOLPIX S6800 will be available in February 2014 for a SRP of \$219.95** in Black, White and Red. Additionally, the COOLPIX S5300 will be available in February 2014 for a SRP of \$179.95** in Plum, while the COOLPIX S3600 will be available in February 2014 for a SRP of \$139.95** in Silver, Black, Pink and Blue. Lastly, the COOLPIX L30 will be available in February 2014 for a SRP of \$119.95** in Red.

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, Fun & Innovative, Ultra-Slim Zoom, Comfort Long Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, please visit www.nikonusa.com.

About Nikon

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

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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