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**NIKON TO RELEASE SUPER-TELEPHOTO 800mm FIXED LENS FOR PROFESSIONAL PHOTOGRAPHERS**

**Tokyo, Japan (July 12, 2012)** –Nikon Corporation announced the development of a super-telephoto 800mm lens as a future addition to its lineup of world renowned NIKKOR lenses. This FX-format lens will offer a fixed focal length of 800mm with a maximum aperture of f/5.6, and will provide professional photographers with the ability to capture stunning images at great distances.

This lens has been developed in order to strengthen the NIKKOR lineup of super-telephoto lenses. It will boast the longest focal length of any NIKKOR autofocus (AF) lens, and will be best suited to capture of a wide variety of decisive outdoor scenes, from sporting events to elusive wildlife. In addition to its superior optical performance for images that exhibit amazing sharpness and color, the lens will provide outstanding dust and water resistance to brave nearly any assignment.

In 2012, Nikon released three new FX-format digital-SLR cameras—the D4, the new flagship digital SLR, and the D800 and D800E, which offer incredible resolution and image quality. In addition to reinforcing its lineup of FX-format digital-SLR cameras, Nikon has also been working to expand the lineup of NIKKOR lenses to provide photographers with the best optics suitable for the highest quality images and HD video.

Nikon has been providing service and support to professional photographers for approximately fifty years through the activities of its Nikon Professional Services (NPS). In addition to providing maintenance and repairs for the equipment professional photographers use every day, NPS service depots are set up at a variety of international sporting and cultural events. At these service depots, photographers can have their equipment inspected and repaired, and are also able to loan equipment for professional use. NPS can be found supporting photographers at major events, such as The Open Championship professional golf tournament as well as the Olympic Games in London this summer.

This amazing optics is also scheduled to be on display at Photokina 2012, one of the world's largest photo and imaging exhibitions, to be held in Cologne, Germany from September 18–23, 2012.

Release date and suggested retail price for this product have not yet been determined.

**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 600mm 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 new Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 70 million, 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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*The information is current as of the date of publication. It is subject to change without notice.*

*\*World's four major golf tournaments: Masters Tournament, U.S. Open Championship, The Open Championship, PGA Championship*