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NIKON'S ORIGINAL "BEHIND THE SCENES" VIDEO SERIES RETURNS FOR A SECOND SEASON

Nikon Ambassadors Cliff Mautner and Andrew Hancock Featured in Educational and Inspiring Video Series Geared Toward Enthusiast Photographers

MELVILLE, NY (November 5, 2014) - Today, Nikon Inc. launched the second season of the "Nikon Behind the Scenes" video series. Following the popular first season, which has more than 340,000 views to date, Nikon has engaged two new Nikon Ambassadors to continue its mission of educating and encouraging intermediate level photographers. Over the course of ten short videos, Cliff Mautner and Andrew Hancock will provide viewers with an all-access look into their professional processes with tips and tricks aimed at encouraging viewers to develop and improve their photographic skills. These acclaimed wedding and sports photographers will offer valuable insight on various subjects including capturing weddings, working in challenging light, photographing athletes, taking action shots and more.

"The overall response to the first season of the 'Nikon Behind the Scenes Video Series' from both photographers and the Nikon community has been very positive. The first season provided a new and unique way to communicate with the growing number of photographers who have developed their skills and are ready to take the next step creatively," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. "The second season will again aim to be an invaluable tool for educating and supporting Nikon users on their creative journey. "

The second season will kick off with Nikon Ambassador and wedding photographer Cliff Mautner's "**Nikon Behind the Scenes: Wedding Day Portraits with Cliff Mautner.**" The videos will show viewers how to provide the bride and groom with lasting and beautiful memories of their special day and apply those skills to every-day photography scenarios. Cliff covers everything from gorgeous bridal portraits to beautiful reception images while working with challenging light indoors and outside.

"**Nikon Behind the Scenes: Athletes and Action with Andrew Hancock**" will feature Nikon Ambassador and professional sports photographer Andrew Hancock. He will share some of the expertise that has helped him land numerous magazine covers worldwide. Some techniques that will be discussed include capturing sports photos while working with movement, working in low-light scenarios, as well as capturing action shots underwater.

The first video for season 2 of the series will be go live on November 5 on Nikon's YouTube channel (www.youtube.com/nikonusa). A new video will be posted every couple of weeks thereafter.

For more information about Nikon and their latest products, please visit www.nikonusa.com.

About Nikon

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