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**NIKON EMPOWERS ENTHUSIAST PHOTOGRAPHERS WITH NEW “BEHIND THE SCENES” VIDEO SERIES
AND INTRODUCTION OF GOOGLE+ COMMUNITY**

*Nikon Goes On Location with Leading Pro Photographers to Educate and Inspire Passionate Photo
Enthusiasts with New Video Series and Online Community*

MELVILLE, NY (March 11, 2014) - Nikon Inc. today launched the “Nikon Behind the Scenes” video series, dedicated to empowering and entertaining intermediate level photographers by equipping them with the skills they need to take their photography to the next level. The video series follows a diverse group of leading photographers into the field, including Nikon Ambassadors Joe McNally and Corey Rich and Nikon Professional Photographer Tamara Lackey. These pros provide insight on subjects ranging from lighting, lensing, posing models, shooting landscapes, working with different subjects and gearing up for a shoot.

“Nikon is committed to engaging our fans with interesting and informative content, and the ‘Nikon Behind the Scenes Video Series’ is an entertaining way to fulfill this promise” said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. “From the moment someone picks up their camera, they have in their hands unlimited creative possibilities and we hope this inspires them to make amazing images and videos. With this video series and the new community on Google+, Nikon is there to support photographers as they explore visual storytelling and tap into their creative potential.”

Nikon Behind the Scenes

Starting with Nikon Ambassador and lighting expert Joe McNally, each featured photographer will focus on their area of expertise. In “**Nikon Behind the Scenes: Light It Up with Joe McNally**,” McNally will be exploring what is possible with Nikon Speedlights and off-camera flash techniques. Over the course of five videos, he will show viewers how to make the most of lighting in whatever situation a photographer may find themselves in.

“**Nikon Behind the Scenes: High Altitude Adventure with Corey Rich**” will focus on Nikon Ambassador Corey Rich’s techniques for shooting portraits, time lapse, action stills and video while high in the Sierra Nevada mountains. Whether suspended from a sheer cliff face or braving the elements, Rich’s penchant for adventure can inspire others to capture their extreme shot.

Finally, the series is rounded out with Nikon Professional Photographer Tamara Lackey, “**Nikon Behind the Scenes: All in the Family with Tamara Lackey.**” Lackey is well known for her family photography, and shares some of her secrets to a successful portrait, whether it’s coaxing an elusive smile from a rambunctious toddler or capturing a couples’ true personality.

The first video in the series will be go live on March 11 on the Nikon YouTube channel (www.youtube.com/nikonusa) and the new NikonUSA Google+ page. A new video on a different topic will be posted every couple of weeks to both the YouTube channel and Google+ page for viewers to check out. The new Google+ page will feature work from Nikon Ambassadors and Professional Photographers, and serve as a hub for passionate photographers to share favorite photos, insights on techniques and behind the scenes stories. On this page, Nikon aims to help advanced, professional and aspiring photographers looking to further their craft and take their passion to the next level. Please find the official NikonUSA Google+ page at: plus.google.com/+NikonUSA

Video Series Schedule (subject to change)

Launch Date	Video Segment	Pro Photographer
Tuesday, March 11	Nikon BTS: Reading Light	Joe McNally
Thursday, March 20	Nikon BTS: Golden Hour Expedition	Corey Rich
Tuesday, April 1	Nikon BTS: Photos with the Family and Pets	Tamara Lackey
Monday, April 14	Nikon BTS: Small Lighting, Big Results	Joe McNally
Thursday, April 24	Nikon BTS: Extreme Action Shooting	Corey Rich
Monday, May 5	Nikon BTS: Capturing an Authentic Smile	Tamara Lackey
Thursday, May 15	Nikon BTS: Using Light to Tell a Story	Joe McNally
Monday, May 26	Nikon BTS: Packing for an Outdoor Shoot	Corey Rich
Thursday, June 5	Nikon BTS: Romantic Portraits	Tamara Lackey
Monday, June 16	Nikon BTS: Dramatic Portrait Lighting	Joe McNally
Thursday, June 26	Nikon BTS: Starry Night Time-Lapse	Corey Rich
Monday, June 30	Nikon BTS: Little Kids, Big Personalities	Tamara Lackey
Thursday, July 10	Nikon BTS: Advanced lighting	Joe McNally
Monday, July 21	Nikon BTS: Action with Video	Corey Rich
Thursday, July 31	Nikon BTS: Lenses for Great Portraits	Tamara Lackey

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About Nikon

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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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