



FOR IMMEDIATE RELEASE

Press Contacts: MWW

Geoff Coalter E: gcoalter@mww.com

Alex Kruse E: akruse@mww.com

P: 201.507.9500

press.nikonusa.com

DOMINATE THE DECISIVE MOMENT, AGAIN: THE NIKON D4S HD-SLR IS THE FORMIDABLE FUSION OF SPEED AND ACCURACY

Nikon's Flagship D-SLR is the Evolution of a Masterpiece, Reinforcing Nikon as the Choice of Pro Photographers and Multimedia Creators

MELVILLE, NY (February 24, 2014) - Announced today, the new Nikon D4S establishes itself as the premier HD-SLR available to professionals; unrivaled with its combination of incredible speed, accuracy, low-light performance and exceptional image fidelity. Designed for the most demanding photographers and multimedia professionals in the world, the Nikon D4S improves upon the revered D4 to give users enhanced image and video quality, improved autofocus (AF), faster performance during and after capture in addition to an astonishing ISO range.

Nikon's D series of flagship cameras continues to push the boundaries of professional image quality, speed and features. The newly developed 16.2-megapixel FX-format sensor works in conjunction with the new EXPEED 4 image processing engine to deliver new levels of still and HD video quality and performance. A new Group AF function and overall improvements build upon Nikon's proven 51-point AF system, while the camera breaks convention with an ISO range that goes to an incredible 409,600 ISO (Hi-4) for maximum versatility in nearly any lighting condition. Overall speed and response is also enhanced, capturing full resolution at an astounding 11 frames-per-second (fps) with auto focus and auto exposure (AE), while benefiting from an overall 30% increase in processing power.

"By announcing the development of the new Nikon D4S earlier this year, Nikon has been able to work openly with professional photographers in the field to hone the cameras' core capabilities into an unparalleled tool that makes otherwise impossible images a reality," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "The challenges of today's professional multimedia photographer go beyond simply capturing amazing content. After the shutter clicks, the workflow enhancements that the D4S provides will give Nikon users an obvious edge in the stands, the studio, on the sidelines or in the field."

Extreme Speed and Accuracy Give the Edge in the Field

Whether shooting extreme action sports or elusive wildlife, the Nikon D4S has been engineered to be the ultimate combination of speed and accuracy, giving photographers the power to capture even the fastest moving, unpredictable subjects with confidence and control. The proven Multi-CAM 3500 FX AF

sensor module's thoroughly recalibrated AF algorithms quickly zero in on its intended target— no matter how near, far, or abruptly a subject appears in the frame. Additionally, the D4S includes a new innovative Group AF mode. When selected, this mode utilizes five AF points to provide increased stability while tracking subjects, and enhanced accuracy by reducing instances of background focus. In situations where the background is bright with strong contrasting colors, photographers can now feel more confident, knowing that small, distant and fast-moving objects can be rendered sharper, faster and more frequently. Nikon's AF Lock-on technology is also upgraded, shortening time in reverting from focus interruptions, such as a referee running into the frame.

Hundredths of a second can make the difference when capturing the decisive shot that graces the front page, the double-truck spread, or the client's mantel. With this in mind, the Nikon D4S also improves tracking on high-speed continuous shooting at a blazing fast 11 fps, with continuous AF/AE. Because missing the shot is just not an option, Nikon's EXPEED 4 plays an integral role in the D4S' seemingly instantaneous response and swift performance, while enhancing energy efficiency. The camera now features a processing time that is a full 30% faster, in addition to a 200-shot buffer (JPEG) at full resolution at the maximum continuous mode.

As a proven flagship for the world's most demanding photographers, the D4S retains the features that made its predecessor the professional's choice in the first place. The Nikon D4S HD-SLR aligns 15 cross-type sensors in the center to detect contrast data in both vertical and horizontal planes. In addition to detecting each AF-NIKKOR lens with an aperture of f/5.6 or lower, the camera also utilizes nine cross-type sensors that are fully functional when using compatible NIKKOR lenses and a teleconverter with a combined aperture value up to f/8, a great advantage to those photographing sports and wildlife from extreme distances.

The Advantage of Superior Image Quality

At the core of the Nikon D4S is a newly developed 16.2-megapixel FX-format CMOS Sensor (36 x 23.9mm), engineered to deliver an immersive dynamic range, with exceptionally low noise. This newly developed image sensor works in tandem with the latest generation of Nikon's powerful image processing engine, dubbed EXPEED 4, to bolster image quality, color and sharpness in both stills and video. The benefits of EXPEED 4 go well beyond high-speed image processing to provide evolved real time noise reduction, along with depth and clarity gradation rendering. The resulting images exhibit a wide tonal range, with true and faithful colors.

Thanks in part to the new EXPEED 4 processing engine, the Nikon D4S now shatters the perception of what's possible with available light photography, giving users a native ISO range from 100-25,600 expandable from 50 ISO (Lo-1) to a staggering 409,600 ISO (Hi-4). This amazing ISO range rewrites the rulebook for available-light shooting, and is especially useful for professional sports shooters, photojournalists, as well as military and law enforcement agencies. The powerful EXPEED 4 image-processing engine incorporates an entirely new algorithm for even higher ISO noise reduction and color fidelity, resulting in an enhanced overall sharpness and clarity without sacrificing subtle textures and luminous details. The enhanced ISO is also a major advantage for other professionals including wedding and portrait photographers, who can now confidently capture the darkest reception, a candlelit ceremony, or create crisp studio portraits with flawless fidelity.

Other advanced Nikon technologies also contribute to the superior image quality of the Nikon D4S, including a new enhanced standard Picture Control tone curve that gives greater depth and clearer color rendition, especially on skin tones. For additional versatility, users have the ability to toggle Face Detect

AF on or off while shooting through the viewfinder, and white balance calculation has been further refined for accuracy, while spot white balance is employed for easier presetting with more options.

Nikon's exclusive 91,000-pixel RGB 3D Color Matrix Metering III system returns on the D4S to help capture true-to-life colors while solving the most challenging exposures, from sun-lit snow to stadium lighting. The system works by meticulously analyzing the variables within each scene and recognizing factors such as color and brightness values with unprecedented exactness. This data is then interpreted and compared against the camera's on-board database to implement various settings, resulting in vibrant images with faithful color reproduction and balanced exposure.

Faster Workflow During and After Capture

While shooting speed and response matter in the moment, workflow speed has become increasingly important in a more competitive landscape. The D4S delivers upon the need for that speed with features that are engineered for today's professional:

- **New RAW SIZE S files:** In addition to shooting JPEG, full size RAW (NEF) and TIFF files, the Nikon D4S also has a new file setting to enhance workflow, RAW SIZE S. This setting allows for shooting 12-bit uncompressed Nikon NEF files that are approximately half the size (2464 x 1640) of standard uncompressed RAW files and are more easily manageable—speeding up the entire workflow process.
- **Faster transfer rate:** When connected via LAN, users can now transmit files using Gigabit Ethernet (1000 Base-T LAN). This significant decrease in transfer times means more time to shoot, and less time transmitting files.
- **Improved battery life:** Despite its processing power, the D4S is remarkably power-efficient. With the addition of a new EN-EL18a Lithium-Ion battery, the D4S can easily outlast the action with up 3,020 (CIPA rating) shots in single mode and 5,960 shots (Nikon testing) in continuous mode.
- **Dual card slots:** The D4S uses both CF cards as well as the super-fast XQD card format to achieve the fastest possible transfer and write times.

Video Features Fit for the Modern Production Environment

With an increase in potent processing power, the D4S ups the ante when it comes to multimedia workflow and content capture. A versatile tool on location or on set, the D4S offers enhanced video quality and video-friendly features, in a compact and lightweight HD-SLR form factor. In addition to the innovative video attributes from the D4, the D4S offers the following new features:

- **Full HD video in variable frame rates:** Users have the choice of various resolutions and frame rates, including a new 1080/60p option for increased flexibility in post. Users can also shoot at 1080 30p or a cinematic 24p, as well as various other NTSC and PAL frame rates and resolutions. By utilizing the B-Frame data compression method, users can record H.264 / MPEG-4 AVC format video with unmatched integrity for up to 29:59 minutes per clip.
- **Selectable image area:** Users now have the ability to select an image area in Live View mode to match the glass or shooting style. To best suit the scene, FX, DX (1.5x) and 2.7x cropping is available.
- **Expanded ISO range for video and auto ISO control:** D4S' FX-format image sensor and EXPEED 4 work hand-in-hand to render a natural transition between bright and dark scenes, all while delivering rich tones, sharp edges and minimized noise, even at high ISOs. The D-Movie mode has a wide standard ISO range — from 200 to 25,600 to shoot in nearly any lighting. Furthermore, the ISO can be pushed up to an ISO 409,600 (Hi-4) equivalent. Additionally, D4S lets you maintain manual exposure for controlled shutter speeds and aperture settings while the

camera automatically dictates the ISO maximum sensitivity from 400 to Hi-4. For assignments with dramatic shifts in lighting, this can be a remarkably useful tool.

- **Uncompressed 1080 60p:** For the purest video quality, the D4S allows direct output of uncompressed files via HDMI. Output can be recorded to an optional outboard digital video recorder, making for an efficient editing workflow.
- **Manual control:** Like the D4 HD-SLR, D4S offers full manual control when shooting video for maximum creative versatility.
- **Simultaneous recording:** When recording to an external digital recorder via HDMI, the D4S can now simultaneously write to the CF or XQD card. This function is ideal for creating backups and recording while live-streaming content.
- **Improved sound:** The range of audio frequency is now selectable, with options such as Wide Range and Voice Range. Wind noise reduction and audio levels can be changed during recording.
- **Smoother exposure transition during time-lapse and interval-time shooting:** Creating breathtaking time-lapse movies is even easier with the D4S. The camera renders exposure transitions with unprecedented smoothness. Such scenes have been difficult to capture in manual or auto exposure mode, but now users can apply an auto exposure to achieve professional-grade time-lapse and interval-time shooting.
- **NIKKOR lens compatibility:** The highest caliber optics are vital to creating HD images and Nikon is the world leader in optics manufacturing with a legacy spanning more than 80 years. Nikon has a vast NIKKOR lens system, with more than 80 lenses including 65 FX-format lenses with a variety of focal lengths and features, including VR vibration reduction.

Pro Grade Construction and Controls

As a flagship camera for professionals, the D4S is engineered to excel in the world's toughest environments, while giving pros the features needed to get the shot. The shutter has been tested to 400,000 cycles, and the camera chassis is constructed of lightweight and durable magnesium alloy. Additionally, the camera is sealed and gasketed from moisture, dust and electromagnetic interference to resist the elements.

While shooting, users will appreciate a slightly modified control layout and ergonomics for faster and more comfortable shooting. Subtle changes increase grip and comfort, making the camera easier to hold for a wider range of hand sizes and more comfortable during prolonged use. Photographers will also benefit from composing through a bright viewfinder with 100% coverage. The D4S also features a newly designed mirror-moving mechanism, which uniformly and effectively absorbs mirror slap to minimize viewfinder blackout time. Even at 11 fps, this innovation makes it easier to track a fast subject through the optical viewfinder.

The wide and bright high-resolution 921k dot, 3.2-inch LCD screen of the Nikon D4S lets users easily change menu settings, compose and review images. Photographers have the ability to customize the color of the LCD monitor to better match studio monitors or personal preference. Additionally, the LCD monitor retains its auto-brightness function that automatically adjusts the brightness of the monitor to increase visibility and conserve battery life.

Price and Availability

The Nikon D4S HD-SLR will be available March 6, 2014 for a suggested retail price* (SRP) of \$6499.95*.

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 Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 85 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 at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following [@NikonUSA](https://twitter.com/NikonUSA).

###

**SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

All Nikon trademarks are trademarks of Nikon Corporation.

Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.