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THE NEW NIKON UT-1 OFFERS D-SLR USERS POWERFUL CONNECTIVITY FOR AN EFFICIENT WORKFLOW

Nikon Continues to Develop and Redefine How Photographers of All Levels Share Their Content

MELVILLE, N.Y. (September 13, 2012) – Today, Nikon Inc. has announced the release of the new UT-1 adapter, enabling image transfer and remote camera operation when connected via Ethernet cable or wirelessly with in conjunction with the WT-5a wireless transmitter. When the UT-1 is connected to a Nikon D-SLR camera, an Ethernet network (wired network) can be used to transfer images directly from the camera to a computer or FTP server. The new device will also allow photographers to control the camera remotely from a computer.

The new UT-1 will be compatible with several Nikon D-SLR cameras, including the Nikon D4, Nikon D800, Nikon D800E as well as the Nikon D7000. With an Ethernet network connection, images can be automatically transferred as they are captured, while data can also be stored on a memory card or can be transferred and saved to a computer or FTP server.

“Connectivity continues to be a very important part of workflow for many photographers. Nikon continues to develop and redefine how digital cameras achieve connectivity and share content more efficiently,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “The new UT-1 will allow users to transfer photos seamlessly from a selection of Nikon D-SLR cameras, while also providing the means to control the camera remotely from a computer if desired.”

More Efficient Workflow with the UT-1

When used with Nikon’s Camera Control Pro 2 software that has been developed for studio and remote photography in the field, remote control over a variety of Nikon D-SLR camera functions from a computer is possible. Camera Control Pro 2 allows users to specify and adjust not only basic shooting settings like exposure mode, shutter speed and aperture setting, but also allows them to adjust white balance, use live view and even record video remotely. With remote control of camera operations in various situations such as a studio setting, a photo shoot or video production, images or video can be transferred directly to the computer, enabling immediate verification as they are captured. These communication functions significantly increase on-site work efficiency as clients and support staff can view the content as it is being captured.

Primary Features of the New Nikon UT-1

1. Wireless Network Support When Used in Combination with the Wireless Transmitter WT-5a

When used with the Wireless Transmitter WT-5a (sold separately), the UT-1's networking functions can be used over wireless networks. Nikon will also market an UT-1/WT-5a bundle that provides networking functions over both Ethernet and wireless networks.

2. Image Transfer

Still images can be transferred as they are captured, while still images and video already stored on a memory card can be saved to a computer or FTP server.

3. Transfer of Images to an FTP Server

Still images and video can be automatically uploaded and saved to an FTP server as they are captured, enabling transfer of a high volume of high-resolution image data captured by select D-SLR cameras. This option will allow for the verification of images from a remote location by those individuals not in the immediate vicinity of the camera.

4. Remote Camera Control from a Computer

When used with Camera Control Pro 2, remote control over a wide variety of Nikon D-SLR camera functions from a computer are possible. Camera Control Pro 2 allows users to specify and adjust shooting settings such as exposure mode, shutter speed, aperture, white balance, use live view photography and even record movies remotely. In addition, still images and video can be saved directly to the computer as they are recorded with remote shooting using Camera Control Pro 2.

5. Superior Handling for Efficient Studio and Field Photography

The UT-1 can be mounted on the camera's accessory shoe or on a tripod. When another accessory such as a Speedlight is mounted on the accessory shoe, the camera and the UT-1 can be mounted on a tripod using the optional SK-7 bracket for smooth handling.

Continuing to Connect Photographers

Nikon continues to make photography more efficient and connected for all levels of photographers, as evidenced by the Nikon D4 with its built-in Ethernet network functions, the Wireless Transmitter WT-5a and the new UT-1. What's more, the WU-1a and new WU-1b Wireless Mobile Adapters can be used to easily transfer high-quality images captured with cameras like the Nikon D3200 and the new Nikon D600 to smart devices or to control the camera remotely, though remote control over movie recording is not supported. With the new Nikon COOLPIX S800c, Nikon has even developed a way for users to connect wirelessly to the Internet using operations similar to those found in smartphone devices. By continuously working to increase wireless network functionality and support for all of its digital cameras, from high-end D-SLR to compact digital cameras, Nikon strives to make connecting a simple and effortless task for users.

Price and Availability

The Nikon UT-1 Communications Unit will be available in late October 2012 for a suggested retail price (SRP) of \$470.00*, in addition to the UT-1 Communications Unit Set with WT-5a bundle for a suggested retail price (SRP) of \$1,299.00*. For more information about the UT-1 or other Nikon products, please visit www.nikonusa.com.

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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*SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time. Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.

** The information is current as of the date of publication. It is subject to change without notice.