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STRIKING THE BALANCE OF PORTABILITY, PERFORMANCE AND SHOOTING PREFERENCE, THE NEW NIKON 1 V2 PROVIDES USERS WITH NEW WAYS TO BE CREATIVE AND EXPRESSIVE

Nikon Continues to Enhance the Powerful Nikon 1 System with the Addition of Photographer-Friendly Features, Connectivity and Accessories

MELVILLE, N.Y. (October 24, 2012) – Today, Nikon Inc. announced the new 14.2-megapixel Nikon 1 V2, the latest addition to the revolutionary Nikon 1 Advanced Camera with Interchangeable Lens System. Designed for the creative consumer who seeks stunning images and HD video, the V2 incorporates a myriad of new features aimed at improving the shooting experience, including a new ergonomic grip for familiar handling, a built-in flash and the addition of a Command Mode Dial to provide easy access to features and controls. Nikon also introduced the new SB-N7, an optional compact speedlight that offers versatile lighting possibilities for Nikon 1 V1 and Nikon 1 V2 shooters.

The new Nikon 1 V2 is designed to be compact and delivers astoundingly rapid Autofocus (AF) and shooting response, incredible image quality, sharp Full HD video and advanced yet easy-to-use shooting options. The V2 offers a new 14.2-megapixel CX-format super high-speed CMOS sensor that has been engineered to allow for amazing image quality that exhibits eye-catching colors, rich hues and striking detail. The upgraded sensor combined with the blazing fast Advance Hybrid AF system allows users to shoot up to 15 frames-per-second (fps) while maintaining full AF tracking that allows the capturing of fast moving subjects. Other new and noteworthy features include versatile and fun shooting modes such as Best Moment Capture Mode and the new Live Image Control that lets a user preview their creative vision, pre-capture.

“The recent additions to the Nikon 1 System, including the new V2, demonstrate Nikon’s dedication to delivering a camera system that meets the needs of creative and expressive consumers looking for an easy-to-use camera that is portable enough to take on any life adventure,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience. “With a grip and control layout that is familiar to photographers, the V2’s incredible speed, versatility, ease of use and portability can be used in various situations to shoot amazing images and sharp HD video.”

Enhanced Design Lets Creative Freedom Flow

The new V2 sports an enhanced design that includes a comfortable traditional grip as well as a textured camera body and thoughtfully placed mode dials. With easy access to the new top-placed Command

Dial, V2 shooters will be able to make camera adjustments quickly and easily, even when framing photos in the camera's 1.4-million-dot electronic viewfinder. The camera also includes a new Direct Setting Control that enables quick access to settings in manual exposure modes (P,S,A,M), so that settings can be changed without taking an eye off the electronic viewfinder or the high-resolution 921,000-dot 3.0-in LCD display. To get creative in challenging light, a built-in pop-up flash supplies extra lighting when capturing images in low-light situations or to provide a fill flash to eliminate shadows. The camera also features a Nikon 1 i-TTL hot shoe port, affording the use of optional lighting and camera accessories with the Nikon 1 V2.

Though compact and portable, the new Nikon 1 V2 boasts incredible performance and features that will be easily embraced by all levels of photographers. In addition to the 14.2-megapixel CX-format CMOS sensor, the camera also includes the new EXPEED 3A image processing engine, both specifically designed to produce still images and HD video with stunning clarity and color. Additionally, the new EXPEED 3A has improved image-signal processing capability as well as high-speed readout.

A wide ISO range (160-6400) allows the V2 to perform brilliantly in tough lighting conditions, while the highly responsive Advanced Hybrid Autofocus (AF) system provides users with superfast shooting speeds, allowing them to capture fast action with crisp focus, whether at a football game or dance recital. The Nikon 1 V2's 73 point AF array ensures accuracy and super precise focus, even on moving subjects. The camera also provides high-speed continuous shooting with continuous Auto focusing letting users capture approximately 15 fps up to 45 frames. High-speed continuous shooting at approximately 60 fps for up to 40 frames is also possible.

Get Creative with Advanced Features

The new Nikon 1 V2 offers various shooting modes and controls that will help photographers flex their creative muscle while providing new ways to be expressive in still images and HD videos. With the new top-placed Mode Dial, V2 users will be able to access the camera's Auto Mode as well as full manual controls on the fly. The camera is also equipped with an Enhanced Motion Snapshot Mode, which users can utilize to capture fleeting moments with a short, slow-motion movie sequence in addition to a single defining still image. A Motion Snapshot can be saved as a four second MOV file and JPEG image file separately or it can also be saved as a 10 second movie file without a separate JPEG image file, making it easy to share with others. Furthermore, Motion Snapshots can be combined into a continuous slideshow seamlessly within the camera.

The Nikon 1 V2 also includes Best Moment Capture Mode, an advanced creative mode that allows individuals to use Slow View to slow down a moment they are capturing, in real time. By simply pressing the shutter button halfway down when focused, users can capture live action (approx. 1.33 seconds), while the view of the subject is displayed at five times slower than normal speed (approx. 6.66 sec). The action is replayed repeatedly as long as the shutter-release button is half-pressed. Fast action sports and events are transformed to slow motion right on the LCD screen, letting the user capture once-in-a-lifetime moments with confidence.

Additionally, original Nikon 1 features like Smart Photo Selector are still available on this new camera, and are accessible through the Best Moment Capture Mode. When using Smart Photo Selector, V2 users can capture up to 20 shots with a single press of the shutter button, and the camera will then automatically select the five best images to keep based on factors such as exposure, focus and facial recognition. The Nikon 1 V2 also includes an Advance Movie Mode that allows for the simultaneous shooting of 1080p Full HD video and high-resolution stills of the same subject or scene. Slow motion

movies at both 400 fps and 1200 fps can also be captured, plus full manual exposure controls are accessible while in Advance Movie Mode.

Image effects and image-creation functions such as in-camera HDR and the innovative Live Image Control allow users even more ways to customize their photos. Live Image Control gives users the ability to see end-result images before capture by incorporating effects of various camera settings on a scene. With Live Image Control, real time adjustments to motion control, brightness control, Active D-Lighting and background focus are seen on the LCD screen or the electronic viewfinder prior to capture to help ensure the user's creative vision is fulfilled.

Expanding the Reach of the Nikon 1 V2: Accessories for the Nikon 1 System

The V2 is compatible with the optional WU-1b Wireless Mobile Adapter¹. When connected to the WU-1b, the camera can shoot high quality images and movies and transfer them to smart devices, making it easy to stay connected and share content wirelessly to social networks. Users of the free Wireless Mobile Adapter Utility application for Android™² platform smart devices as well as iPhone® and iPad®³ mobile digital devices will also have the ability to remotely control the camera from a smartphone or tablet.

Like the other Nikon 1 system cameras, V2 shooters will have access to a growing lineup of incredible 1 NIKKOR lenses, Nikon 1 accessories, as well as F-Mount NIKKOR lenses when connected to the FT-1 Mount Adapter. These lenses and accessories will allow individuals to build a system that truly complements their creative lifestyle.

Alongside the Nikon 1 V2, the new optional SB-N7 speedlight will inspire shooters to take their creative vision to new heights with an extremely versatile yet compact and lightweight flash unit. When connected to the Nikon 1 accessory port of the V2, the SB-N7 will provide opportunities to explore lighting options including i-TTL support. Additionally, the flash head tilts up to 120 degrees for situations that call for bouncing the flash output. The new speedlight is easy-to-use and travel friendly, and also uses common AAA batteries. The speedlight provides a guide number of 18 meters/59 feet (at ISO 100), as well as a supplied external wide flash adapter for wider shooting coverage.

Price and Availability

The Nikon 1 V2 camera with the 10-30mm lens will be available in late November 2012 for the suggested retail price (SRP) of \$899.95*. The SB-N7 speedlight will be available in January 2013 and will have a suggested retail price (SRP) of \$159.95*. For more information on the V2 and SB-N7 or other Nikon 1 series 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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¹The Wireless Mobile Adapter Utility Application must be installed on the smart device before it can be used with the WU-1b Wireless Mobile Adapter connected to the Nikon 1 V2. The application can be downloaded free of charge from Google Play™. For use with an Android platform smartphone (2.3 series or later) and tablet (3.0 series or later). For the iOS mobile platform, the application can be downloaded free of charge from iTunes® online store for use with iOS version 5.1 or 5.1.1.

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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.