



WARNER MUSIC

**NIKON® AND WARNER MUSIC GROUP
ANNOUNCE SCHEDULE FOR THREE-DAY LIVE MUSIC RESIDENCY
AT UPCOMING SOUTH BY SOUTHWEST® (SXSW)**

**“THE WARNER SOUND CAPTURED BY NIKON” TO FEATURE
DAYTIME AND EVENING SHOWCASE PERFORMANCES BY THE FLAMING LIPS,
PARAMORE, MACKLEMORE & RYAN LEWIS, TEGAN AND SARA, ALT-J, FITZ &
THE TANTRUMS, LIANNE LA HAVAS, ATLAS GENIUS, ICONA POP,
AND MANY MORE**

**EVENING SHOWCASES TO BE CAPTURED BY NIKON HD-SLR CAMERAS
AND LIVE-STREAMED VIA WMG’S PREMIUM YOUTUBE CHANNEL,
“THE WARNER SOUND”**

FOR IMMEDIATE RELEASE:

New York, NY – (February 13, 2013) **Nikon Inc.** and **Warner Music Group** have announced full details of their upcoming residency at the 2013 South by Southwest® Music & Media Conference (SXSW®) in Austin, Texas. “The Warner Sound Captured by Nikon” will present two days and three nights of stellar showcase performances at The Belmont Austin, slated for March 12th through 14th.

Artists from Atlantic Records, Warner Bros. Records and other WMG labels will appear live at these official SXSW showcases; all SXSW badge-holders are welcome.

Artists slated to perform at “The Warner Sound Captured by Nikon” include The Flaming Lips, Paramore, Macklemore & Ryan Lewis, Tegan and Sara, Alt-J, Fitz & the Tantrums, Lianne La Havas, Atlas Genius, Icona Pop, and many more. A complete line-up is attached below.

For those outside of Austin, all three evening showcases will be live-streamed via Nikon’s award winning D4 HD-SLR cameras on Warner Music Group’s premium YouTube Channel, “The Warner Sound” (www.youtube.com/thewarnersound). Built around exclusive access to musical talent, “The Warner Sound” offers an eclectic mix of specially produced programs, all with music at their core. Accessible worldwide, the digital video destination embraces a broad spectrum of genres and formats, from artist interviews, back-stage documentaries and live events to animated series, scripted comedy and experimental concepts that take advantage of YouTube’s unique technology. For more information, please visit <http://nikon.thewarnersound.com> and www.facebook.com/thewarnersound.



“We are ecstatic to be back at SXSW for year two of The Warner Sound,” said Camille Hackney, Senior Vice President, Brand Partnerships and Commercial Licensing at Atlantic Records. “All of the Warner Music Group labels have teamed up to deliver a diverse and power-packed line-up of artists in Austin. The festival allows us an amazing opportunity to play host to and showcase WMG's incredible artists. It also gives us a unique way to integrate and celebrate with our valued brand partners. We are pleased to partner once again with Nikon and Bed Head, and are thrilled to work with Absolut, ooVoo Video Chat, and Billboard this year.”

“SXSW is an opportunity for Nikon to connect with passionate consumers to celebrate the artistry and energy of musicians and their fans through great imagery,” said Lisa Baxt, Senior Manager, Communications at Nikon Inc. “The crowd at SXSW gets connectivity like no other; and this is one of the best settings to showcase Nikon’s connected cameras to social-savvy attendees who want the best photos possible. We are excited to partner with Warner Music Group again this year, and give attendees the chance to shoot and share photos with our wireless enabled D-SLR, COOLPIX and Nikon 1 cameras.”

Nikon is returning for a second year as the title sponsor of the Warner Music residence at SXSW and will offer fans attending the shows the opportunity to try Nikon’s newest Wi-Fi cameras to capture and share amazing images from the event. Select artists will also be using Nikon cameras to capture imagery on their way to SXSW and share with their fans everywhere. For music lovers who can’t attend the residency, exclusive images and videos will be shared at www.Nikon.TheWarnerSound.com. In addition, fans can get in on the action by following Nikon on Twitter at @NikonUSA and on its Facebook page at Facebook.com/Nikon.

“The Warner Sound Captured by Nikon” is presented by Nikon, Inc., with additional sponsorship provided by TIGI Haircare. TIGI’s Bed Head is proud to return as the official hair care partner of “The Warner Sound Captured by Nikon,” providing fans the opportunity to primp before they rock out at the show. Billboard joins this year as “The Warner Sound Captured by Nikon’s” official media partner.

Follow @thewarnersound on Twitter (<http://twitter.com/thewarnersound>) for up-to-the-minute news about WMG’s SXSW® showcases at “The Warner Sound Captured by Nikon” and join the conversation by using the official hashtag #NikonWarnerSound.

(SCHEDULE ATTACHED)

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. In 2012, production of NIKKOR lenses surpassed 75 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.

ABOUT WARNER MUSIC GROUP: With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, East West, Elektra, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word, as well as Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

For more information, please contact:



**“THE WARNER SOUND CAPTURED BY NIKON”
Live @ SXSW March 12th – 14th**

LINE-UP

EVENING SCHEDULE

TUESDAY, MARCH 12TH

Macklemore & Ryan Lewis, Action Bronson, Rockie Fresh, Icona Pop, Blondfire, Charli XCX, and Sirah

WEDNESDAY, MARCH 13TH

Paramore, Tegan and Sara, twenty | one | pilots, The Rubens, Skaters, and Kitten

THURSDAY, MARCH 14TH

The Flaming Lips, Alt-J, The Joy Formidable, Frightened Rabbit, Atlas Genius, Surfer Blood, and Guards

DAYTIME SCHEDULE

WEDNESDAY, MARCH 13TH

Fitz & the Tantrums, Bonaparte, Saints of Valory, Ashley Monroe

THURSDAY, MARCH 14TH

Lianne La Havas, Delta Rae, Wild Feathers

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