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EXPLORE AND EXPERIENCE NIKON INNOVATION AT THE 2017 CONSUMER ELECTRONICS SHOW

Nikon's CES Booth Features Immersive Experiences, Presentations from World Class Photographers and a Showcase of the Latest Innovations in Digital Imaging

LAS VEGAS, NV, CES BOOTH #14117 (January 4, 2017) – Today, Nikon Inc., a world leader in digital imaging, returns to the Consumer Electronics Show (CES) in 2017 to exhibit the latest immersive and innovative technologies in the digital imaging space. Visitors to the Nikon booth will have the opportunity for hands-on time with the latest Nikon products, including the new connected Nikon D5600 DSLR and the KeyMission line of action cameras, as well as hear from Nikon professional photographers at the Nikon School Theater. Other experiences on the show floor include the return of Project HeliX powered by Nikon and an interactive VR area featuring content captured with the KeyMission 360.

“Nikon remains committed to helping storytellers everywhere capture and celebrate their passions in the quality they deserve,” said Kosuke Kawaura, Director of Marketing and Planning, Nikon Inc. “At CES 2017, we are excited to provide attendees with access to engaging experiences, innovative products and incredible Nikon photographers, all of which provide a glimpse into how the latest Nikon technologies are being used to fuel our passions and tell incredible stories from around the world,”

Nikon's Latest Products

Nikon will showcase several new products on the show floor, headlined by the lightweight Nikon D5600 DSLR. Introduced in the U.S. market today, Nikon's latest connected DSLR helps users improve their photography with an array of creative features and encourages the easy sharing of incredible images using Nikon SnapBridge technology. Featuring a 24.2-megapixel sensor, incredible performance and an intuitive touch screen Vari-angle LCD monitor, the D5600 is an ideal companion for photographers ready to capture and share the things they love.

Also announced in the U.S. market today are two new additions to Nikon's COOLPIX compact camera line, the COOLPIX W100 and COOLPIX A300. Waterproof, Shockproof and Freezeproof, the COOLPIX W100 helps anyone in the family capture beautiful images worry-free, and supports Nikon SnapBridge to allow for seamless connectivity and sharing. Other features include a 13.2-megapixel sensor, 3x optical zoom NIKKOR lens and full HD video capability. The ultra-thin and stylish COOLPIX A300 is a compact and lightweight slim zoom offering ready to capture amazing images and HD video. Complete

with a 20.1-megapixel sensor, 8x optical zoom lens, high-performance Vibration Reduction (VR) and connectivity and sharing via Nikon SnapBridge, the A300 is an affordable and versatile compact camera offering for those always on the go.

The Nikon D5600 will be available in the U.S. in January 2017 for the suggested retail price (SRP)* of \$799.95 with the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR lens, alongside other kit configurations. Both new COOLPIX offerings will be available in the U.S. in February 2017. The COOLPIX W100 will be available in Blue and White for a suggested retail price (SRP) of \$159.95. The COOLPIX A300 will be available in Silver for \$139.95 SRP*. For more information on Nikon's newest products, please visit www.nikonusa.com.

On the Show Floor

From legendary NIKKOR lenses and DSLRs to COOLPIX, Nikon 1 cameras and sport optics, show attendees are invited to go hands-on with Nikon's full selection of products at the Nikon booth. Visitors will also be invited to explore several interactive areas throughout the show floor, including a 360/VR experience showcasing content captured with Nikon's new KeyMission line of action cameras and a demonstration of robotic integration.

Additionally, Nikon will once again partner with The Big Freeze to bring Project HeliX back to the Nikon booth, an exciting photo experience that captures visitors in a variety of 360-degree variations. Utilizing a multi-camera array of 72 Nikon D750 DSLR cameras and one KeyMission 360, Project HeliX will allow attendees to capture epic slow-motion photos that can easily be shared via social media.

Nikon will also host presentations at the Nikon School Theater, featuring engaging presentations and demonstrations with a variety of Nikon photographers, including Nikon Ambassadors Ron Magill, Ami Vitale, Joe McNally and Corey Rich and passionate Nikon professional photographers Carli Davidson and "The Dogist." A full schedule is included below.

CES 2017 Nikon School Theater Presentation Schedule:

Day 1 – Thursday, January 5 (10:00 A.M. – 6:00 P.M.)

- 11:00 – 11:30 – Corey Rich: Welcome To The Exciting World of 360 Video
- 11:45 – 12:15 – Carli Davidson: The Power of Pet Photography – Happy Accidents
- 12:30 – 1:00 – Joe McNally: Radio TTL – All Flash, All The Time
- 1:15 – 1:45 – Ron Magill: A Walk On The Wild Side
- 2:00 – 2:30 – Ami Vitale: The Art and Evolution of Storytelling
- 2:45 – 3:15 – "The Dogist": How to Photograph 15,000 Dogs
- 3:30 – 4:00 – Mike Corrado: Impact. Energy. Emotion. Keys to Ultimate Creativity
- 4:15 – 4:45 – Corey Rich: Welcome To The Exciting World of 360 Video
- 5:00 – 5:30 – Carli Davidson: The Power of Pet Photography – Happy Accidents

Day 2 – Friday, January 6 (9:00 A.M. – 6:00 P.M.)

- 10:00 – 10:30 – Mike Corrado: Impact. Energy. Emotion. Keys to Ultimate Creativity
- 10:45 – 11:15 – Joe McNally: Radio TTL – All Flash, All The Time
- 11:30 – 12:00 – Ron Magill: A Walk On The Wild Side
- 12:15 – 12:45 – Ami Vitale: The Art and Evolution of Storytelling
- 1:00 – 1:30 – "The Dogist": How to Photograph 15,000 Dogs
- 1:45 – 2:15 – Corey Rich: Welcome To The Exciting World of 360 Video
- 2:30 – 3:00 – Carli Davidson: The Power of Pet Photography – Happy Accidents

- 3:15 – 3:45 – Joe McNally: Radio TTL – All Flash, All The Time
- 4:00 – 4:30 – Ron Magill: A Walk On The Wild Side
- 4:45 – 5:15 – Ami Vitale: The Art and Evolution of Storytelling

Day 3 – Saturday, January 7 (9:00 A.M. – 6:00 P.M.)

- 10:00 – 10:30 – “The Dogist”: How to Photograph 15,000 Dogs
- 10:45 – 11:15 – Mike Corrado: Impact. Energy. Emotion. Keys to Ultimate Creativity
- 11:30 – 12:00 – Corey Rich: Welcome To The Exciting World of 360 Video
- 12:15 – 12:45 – Carli Davidson: The Power of Pet Photography – Happy Accidents
- 1:00 – 1:30 – Joe McNally: Radio TTL – All Flash, All The Time
- 1:45 – 2:15 – Ron Magill: A Walk On The Wild Side
- 2:30 – 3:00 – Ami Vitale: The Art and Evolution of Storytelling
- 3:15 – 3:45 – “The Dogist”: How to Photograph 15,000 Dogs
- 4:00 – 4:30 – Corey Rich: Welcome To The Exciting World of 360 Video
- 4:45 – 5:15 – Carli Davidson: The Power of Pet Photography – Happy Accidents

Day 4 – Sunday, January 8 (9:00 A.M. – 4:00 P.M.)

- 10:00 – 10:30 – Joe McNally: Radio TTL – All Flash, All The Time
- 10:45 – 11:15 – Ron Magill: A Walk On The Wild Side
- 11:30 – 12:00 – Ami Vitale: The Art and Evolution of Storytelling
- 12:15 – 12:45 – “The Dogist”: How to Photograph 15,000 Dogs
- 1:00 – 1:30 – Corey Rich: Welcome To The Exciting World of 360 Video
- 1:45 – 2:15 – Carli Davidson: The Power of Pet Photography – Happy Accidents
- 2:30 – 3:00 – Joe McNally: Radio TTL – All Flash, All The Time
- 3:15 – 3:45 – Mike Corrado: Impact. Energy. Emotion. Keys to Ultimate Creativity

Nikon 100 Year Anniversary

Since the company was established in 1917, Nikon has cultivated its status as a pioneer of optical technologies around the world. Guided by a corporate philosophy of “Trustworthiness and Creativity,” Nikon provides a wide range of products and services globally by harnessing advanced opto-electronics and precision technologies. Nikon is proud to celebrate our 100th anniversary in 2017.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; the Nikon DL series of premium compacts and COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the Nikon 1 compact interchangeable lens camera system and KeyMission line of action cameras. Nikon Corporation, the parent company of Nikon Inc., recently announced the production of 100 million NIKKOR lenses in 2016, creating a new milestone in Nikon’s heritage of superior optics. For more information, dial (800) NIKON-US or visit 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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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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.*