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SHARE THE MOMENTS THAT MATTER: EASILY CAPTURE STUNNING IMAGES OF WHAT YOU LOVE WITH THE NEW LIGHTWEIGHT NIKON D3400

Alongside the New Nikon D3400 DSLR, Nikon Releases the Compact AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR, AF-P DX NIKKOR 18-55mm f/3.5-5.6G, AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED Lenses to Capture Life in Amazing Quality

MELVILLE, N.Y. (August 17, 2016) – Today, Nikon unveiled the compact yet powerful Nikon D3400, an entry-level DSLR that enables users to capture and share amazing images easier than ever before. The new D3400 provides a simple and seamless way to share stellar images from nearly anywhere through Nikon SnapBridge¹. Through always-on Bluetooth Low Energy (BLE) technology², Nikon SnapBridge allows photographers to transfer images from the camera to a compatible smart device. For those looking to learn more about photography, the D3400 also features Nikon’s acclaimed Guide Mode, which provides step-by-step assistance when adjusting camera settings to help individuals learn how to capture the best photos possible.

Nikon also announced four exciting lightweight lens options which are ideal companions for the new D3400, helping budding photographers easily build an all-in-one camera kit³. The AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR and AF-P DX NIKKOR 18-55mm f/3.5-5.6G, are versatile zoom lenses for everyday shooting, while the new AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED are compact telephoto options for capturing action from afar. Great for travel, these new portable lenses provide fast, smooth and quiet autofocus operation and help users capture life as it unfolds with stunning clarity and detail.

“Featuring a variety of user-friendly features like Nikon SnapBridge, the new D3400 gives those new to DSLR photography the opportunity to proudly capture what they love and easily share with friends and family,” said Kosuke Kawaura, Director of Marketing and Planning, Nikon Inc. “The introduction of the new series of NIKKOR lenses demonstrate Nikon’s commitment to providing affordable and versatile lens options to DX-format DSLR photographers looking to capture their own unique perspective of the world.”

Seamlessly Share Life’s Passions

Transferring photos from the Nikon D3400 is a snap, as the camera makes it easier than ever to share photos wirelessly through Nikon SnapBridge. Using Bluetooth Low Energy (BLE), SnapBridge creates a

connection between a camera and a compatible smart device, making it possible to seamlessly upload amazing images. Once paired, the D3400 will remain connected to the smart device and transfer photos automatically, without the need to re-connect the devices each time. Those that want to send photos from their child's graduation or a gorgeous sunset can either set all images to automatically download as they are captured, or tag individual images for transfer in-camera. Nikon SnapBridge users can also access Nikon Image Space⁴, a free online image sharing and storage service.

Easily Capture Vibrant Photos with Stunning Detail

Life is full of memories that are meant to be captured with rich, vivid image quality, and the Nikon D3400 makes it easy with the high-speed performance and low-light ability that only a DSLR can deliver. The Nikon D3400 features a high-resolution 24.2-megapixel CMOS sensor to help capture images that photographers love, even in tough lighting scenarios. Nikon's EXPEED 4 image processing engine offers improved image quality at high ISOs, enhanced auto white balance performance for true colors, faster processing speeds and improved battery life. Whether shooting stylish candids or beautiful landscapes while on vacation, the Nikon D3400 is ready to help deliver magnificent stills and impressive Full HD video.

The Nikon D3400 is loaded with high performance features that help capture images in a variety of shooting situations, including a broad ISO range from 100-25,600, which helps to produce top-quality photos and videos with low noise. This enhanced ISO range makes it easy to capture sharp photos in low-light settings, such as indoor sports, stage performances or festivities that last into the night. An 11-point Autofocus System keeps pace to help create sharp images, whether capturing a backyard soccer game or the most rambunctious toddler. Additionally, the Nikon D3400 is capable of fast continuous shooting at up to 5 frames-per-second (fps), helping to ensure that fleeting moments or precious expressions are not missed. All of these features are incorporated into an extremely compact, lightweight and versatile camera body, ideal for a fast-paced on-the-go lifestyle, and small enough to bring on any family vacation.

For first-time DSLR users, the D3400 features Nikon's Guide Mode, an intuitive and informative mode that helps develop photography skills and showcases the best camera settings for any scene. By simply turning the top Command Dial to this mode, users are prompted with a full range of capture options, and the camera guides them through various settings to create the desired image. Additionally, in-camera Scene Modes are an easy way to snap great pictures, without the need to adjust numerous settings. For even more creative shooting options, fun effects modes such as Silhouette and Miniature Photography help photographers make images that define their distinct style. When the moment calls for HD video, the D3400 offers Full HD 1080p video recording capability at the press of a button to tell any story with amazing sharpness and clarity.

Capturing the World Through a NIKKOR Lens

Nikon has also announced two new lightweight zoom lenses, the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR and AF-P DX NIKKOR 18-55mm f/3.5-5.6G. The ideal companion for DX-format DSLR cameras like the new D3400, these lenses are equipped with Nikon's Stepping Motor technology for quick, smooth and quiet autofocus. Designated AF-P NIKKOR, these new lenses provide faster and smoother AF speed during live view (contrast-detection AF) and allow for whisper-quiet operation during video recording to minimize camera noise. The Vibration Reduction (VR) technology of the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR offers up to four stops of image stabilization*, helping users capture flawless, blur-free images in challenging light or when handheld.

Affordable Telephoto Lenses Offer Endless Photography Possibilities

The new AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED are telephoto zoom lenses that provide further reach when users need it most. They are also equipped with a Stepping Motor that helps achieve quick, smooth and quiet autofocus. The adoption of this technology also reduces the overall size and weight of the lens, making it easy to carry on a family vacation or a trip to the zoo. The new AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR also features Nikon's Vibration Reduction (VR) technology, offering up to four stops of image stabilization*, helping to create sharp images in challenging light, such as an indoor gymnasium or a dusk soccer game.

Pricing and Availability

The Nikon D3400 kitted with the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR will be available in early September 2016 for a suggested retail price (SRP) of \$649.95**. The D3400 will also be available in a two-lens kit option, including the AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED, for \$999.95** SRP. The AF-P DX NIKKOR 18-55mm f/3.5-5.6G VR (SRP, \$249.95**), AF-P DX NIKKOR 18-55mm f/3.5-5.6G (SRP \$199.95**), AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED VR (SRP, \$399.95**) and AF-P DX NIKKOR 70-300mm f/4.5-6.3G ED (SRP \$349.95**) will all be available around the same time and will be sold separately. For more information on about the new Nikon D3400 and NIKKOR lenses, please visit www.nikonusa.com.

About the NIKKOR Brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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, Speedlight's 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. 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 <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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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¹The SnapBridge app is available for compatible iPhone®, iPad® and/or iPod touch®, and for smart devices running the Android™ operating system. The app can be downloaded free of charge from Apple's App Store® and GooglePlay™. SnapBridge can be used only with compatible cameras.

²The camera's built-in Bluetooth® capability can only be used to connect the camera to a smart device running the SnapBridge app, and to take advantage of SnapBridge features.

³Because AF-P lenses incorporate a stepping motor, the number of compatible cameras is limited. Even for compatible cameras, firmware update may be required.

⁴To automatically upload images to NIKON IMAGE SPACE, a Nikon ID must be registered. This is easily achieved via the [Nikon ID registration/change] menu in the SnapBridge app. An unlimited number and volume of images reduced to 2-megapixel equivalents can be uploaded to NIKON IMAGE SPACE only with upload via SnapBridge.

**Based on CIPA Standard. This value is achieved when DX-format compatible lenses are attached to a DX-format digital SLR camera and zoom lenses are set at the maximum telephoto position.*

***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.