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NIKON CHARGES INTO THE ACTION CAMERA MARKET WITH THE 360-DEGREE KEYMISSION 360

With the New KeyMission 360, Consumers Can Capture and Share an Exciting, Uniquely Immersive Perspective of Their Life and Passions

LAS VEGAS, NV (January 5, 2016) – Today, Nikon Inc. announced its entry into the action camera market with the development of an exciting lineup of products that build on Nikon’s legendary excellence in optical technology and imaging innovation. The first in the lineup will be the Nikon KeyMission 360 a rugged camera capable of recording true 360-degree video in 4K UHD allowing users to share new perspectives and explore imagery like never before.

The Nikon KeyMission 360 features an image sensor and lens on opposite sides of the device, with images from each combining to create a single immersive, ultra-high-definition 360-degree video and still image. A terrific companion for a wide range of travel, sports or when an adventure takes a turn off the beaten path, the camera is designed be easy to use and withstand the elements. Waterproof (approx. 100 ft./30m), and ready to stand up to dust, shock and low temperatures, the KeyMission 360 also features electronic Vibration Reduction (VR), enabled through applications during playback, that reduces the effects of camera shake to help produce sharp and crisp video quality.

Nikon will exhibit reference models of the KeyMission 360 at the Nikon booth at the 2016 Consumer Electronics Show (CES) from Wednesday, January 6 to Saturday, January 9, 2016 in Las Vegas, Nevada. The KeyMission 360, the first of Nikon’s lineup of action cameras, along with a variety of dedicated accessories, will officially be released in Spring 2016. For more information about the KeyMission 360 and other Nikon products, please visit www.nikonusa.com.

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; Nikon 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 95 million NIKKOR lenses in 2015, 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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