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WATCH AND LEARN: NEW NIKON SCHOOL ONLINE PHOTOGRAPHY & VIDEO CLASSES AIM TO EDUCATE AND INSPIRE

*From Beginner to Advanced, Master Exciting New Techniques
with Engaging Online Classes*

MELVILLE, NY (August 31, 2016) - Today, Nikon Inc. has launched Nikon School Online, featuring engaging and educational photography and video online classes that will help storytellers of every level improve their skills to capture their passions. Expanding on its existing nationwide Nikon School program, amateurs, enthusiasts and professionals can now learn new techniques and expand their skills from any computer, tablet or smartphone at online.nikonschool.com.

Nikon School Online will initially host three classes designed to teach new skills, expand creativity and allow students to challenge themselves to take better photos and videos, with more offerings to come in the future. Two new classes will feature prominent professional photographers including Nikon Ambassadors Joe McNally and Tamara Lackey, lending their expertise to help users take their photography to the next level through clear and easy-to-follow lessons. The classes now available include:

Hands-On with the SB-5000 Speedlight, Featuring Joe McNally

Discover new and exciting lighting possibilities with Nikon Ambassador and creative lighting master, Joe McNally using the SB-5000 Speedlight. This online video class will detail the key features of Nikon's newest Speedlight and provide quick in-studio lessons detailing techniques such as on-camera flash, bounce flash, off-camera flash and radio control flash. Joe will then showcase how he uses the SB-5000 in the field plus offer tips and insightful techniques for creating dazzling images in even the most challenging lighting scenarios.

Special Offer: For a limited time (August 31 to September 30, 2016), U.S. customers who register their select Nikon Speedlight(s)*, will receive a special code to access the "Hands-On with the SB-5000 Speedlight, Featuring Joe McNally" online course. To receive a redemption code for this class, users can visit nikonusa.com/register-sb to register their select Speedlight*, and a code will be sent via email within 24 hours of registration. Existing U.S. customers who have already registered a select Nikon Speedlight* will also receive a redemption code via email.

Photographing Children & Pets, Featuring Tamara Lackey

Children and pets are among the most challenging subjects for any level of photographer, and in this online class, lifestyle photographer and Nikon Ambassador Tamara Lackey will reveal her secrets to capturing stunning portraits that last a lifetime. Tamara will offer practical advice for bringing out genuine expressions from a subject, including posing and lighting that looks and feels natural.

Getting Started with Your Nikon DSLR

Stepping up to DSLR photography? This 15-minute online video class will help new DSLR users skip the learning curve and start taking incredible photos and video right out of the box. Viewers will learn basic camera functionality and the advantages of NIKKOR lenses and accessories, as well as new techniques that will immediately help take one's photo and video prowess to the next level. For those who wish to share their images, the class will also provide a basic tutorial for using Nikon SnapBridge.

"Without traditional geographical constraints, Nikon School Online can reach a wider variety of photographers eager to get the most of their images and video." said Kosuke Kawaura, Director of Marketing and Planning, Nikon Inc. "From amateurs using their first DSLR to enthusiasts eager to master their technique, these new online classes will educate passionate photographers and inspire them to capture the things they love."

To get more information on Nikon School Online, please visit: online.nikonschool.com.

Pricing and Availability

All three Nikon School Online courses are available now at online.nikonschool.com. 'Hands-On with the SB-5000 Speedlight, Featuring Joe McNally,' 'Photographing Children & Pets, Featuring Tamara Lackey' and 'Getting Started with Your Nikon DSLR' online courses will be available for \$49.95, \$49.95 and \$14.95, respectively.

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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**Limited to SB-5000, SB-910, SB-900, SB-800 and SB-700 Speedlights*