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**MASTER YOUR PERSPECTIVE WITH OPTICAL EXCELLENCE: NIKON ADDS TWO PRO-GRADE FX-FORMAT LENSES TO CELEBRATED NIKKOR LENS LINEUP**

*Extraordinary Next-Generation AF-S NIKKOR 70-200mm f/2.8E FL ED VR Sets a New Standard for Pro Telephoto Workhorse Lenses, While New PC NIKKOR 19mm f/4E ED is Nikon's Widest Ever Tilt-Shift NIKKOR Offering*

**MELVILLE, NY (October 19, 2016 at 12:01 A.M. EDT)** – Today, Nikon Inc. has announced two exciting FX-format additions to the storied NIKKOR lens lineup, designed to achieve amazing optical performance for the most demanding professional and enthusiast photographers. An evolution of one of Nikon's most versatile and popular pro-zoom lenses, the newly redesigned AF-S NIKKOR 70-200mm f/2.8E FL ED VR sports an updated optical formula capable of amazing image quality, while optimized for high-speed shooting. Also introduced today is Nikon's widest perspective control lens to date, the PC NIKKOR 19mm f/4E ED tilt-shift lens, which helps photographers effortlessly control perspective when capturing architecture, interiors, fine art, product photography and landscapes.

"Nikon continues to raise the bar of optical excellence, and our newest FX-format NIKKOR offerings provide experienced photographers with powerful tools to help ensure brilliantly sharp images, whether capturing a high-speed photo finish or creatively framing an architectural marvel," said Kosuke Kawaura, Director of Marketing and Planning, Nikon Inc. "While the new AF-S NIKKOR 70-200mm f/2.8E FL ED VR builds upon the success of its predecessors to offer a true all-around NIKKOR optic, the PC NIKKOR 19mm f/4E ED will provide fantastic perspective control for a variety of challenging wide-angle applications."

**The Ultimate Workhorse Lens for Seasoned Photographers**

Long considered an essential lens in the bag of professional photographers, this updated AF-S NIKKOR 70-200mm f/2.8E FL ED VR sets a new benchmark for fast telephoto zoom lenses, taking image quality and handling to the next level. An indispensable and powerful tool for nearly any photographic scenario, the NIKKOR 70-200mm remains the professional's choice with a wide f/2.8 constant aperture that is ideal for capturing sports, weddings, stunning portraits and more, even in low-light.

The next generation design of the lens helps ensure the very best in image quality, speed and low-light performance, while offering balance and handling that is nothing short of superb. Nikon's new 70-200mm provides up to four stops<sup>1</sup> of Vibration Reduction (VR) image stabilization, an improvement from its predecessor that helps users to eliminate blur and camera shake even when shooting handheld or in challenging light. During burst shooting, the lens takes advantage of an electromagnetic diaphragm for

consistent auto-exposure control. Additionally, a Silent Wave Motor (SWM) enables ultra-fast and quiet AF operation with seamless manual focus override. Discerning photographers will also appreciate assignable function buttons on the lens barrel that offer customization, perfect for engaging pre-set autofocus or other focusing options.

A new optical formula consisting of six ED elements, one Fluorite element, a high refractive element and Nano Crystal Coat helps make for a lighter and more versatile lens, while reducing chromatic aberration and helping to all but eliminate distortion, ghosting and flare. Ready for even the most rugged of assignments, the magnesium alloy lens barrel features superior weather-sealing that achieves anti-dust and waterdrop-resistance, while Fluorine coating on both the front and rear glass facilitates easy cleaning. Whether shooting with a camera like the Nikon D5, D810, D750 or D500, capturing sports or weddings, the AF-S NIKKOR 70-200mm f/2.8E FL ED VR is a fantastic lens choice for experienced photographers.

### **Seamlessly Control Perspective with the New Super-Wide PC NIKKOR Lens**

Also new from Nikon is the latest perspective control lens (designated PC) in the NIKKOR lens lineup, the PC NIKKOR 19mm f/4E ED, a tilt-shift offering that will help photographers master perspective and depth-of-field. For storytellers who yearn to capture optically-challenging subjects like cityscapes and architecture, interiors or unique landscapes, this lens offers 97° of coverage - the widest focal length of any PC lens in the NIKKOR family. Tilt the lens to sharpen focus throughout a scene or create a miniature effect, or shift<sup>2</sup> to adjust perspective in-camera, create panoramas or eliminate converging lines. For the first time with a NIKKOR PC lens, the direction of tilt operation can be made parallel or perpendicular to shift, offering users nearly unprecedented ability to control perspective, focus and depth-of-field, without having to lock and unlock to make adjustments.

Sporting a super-wide 19mm focal length, the lens provides a unique perspective ideal for shooting horizontal or vertical panoramas, or even filmmaking. With this ultra-wide angle in mind, the latest FX-format NIKKOR offering was crafted with three ED and two aspherical elements that help combat distortion and glare, while virtually eliminating chromatic aberration and coma, even at the widest aperture settings. The lens also features core NIKKOR technologies such as Nano Crystal Coat to combat ghosting and flare, an electromagnetic diaphragm for fast auto-exposure control, as well as a Fluorine coat that helps resist dirt, water spots and smudges. Ready for a variety of challenging ultra-wide applications, the PC NIKKOR 19mm f/4E ED is a powerful tool for discerning photographers looking for full creative and perspective control. It joins three other Gold Ring Series PC lenses in Nikon's line-up; the PC-E NIKKOR 24mm F3.5D ED, PC-E Micro NIKKOR 45mm f/2.8D ED and the PC-E Micro NIKKOR 85mm f/2.8D.

### **Price and Availability**

Both the AF-S NIKKOR 70-200mm f/2.8E FL ED VR and PC NIKKOR 19mm f/4E ED will be available starting in November 2016 for suggested retail prices (SRP) of \$2,799.95\* and \$3,399.95\*, respectively. For more information on these new Nikon products and pricing for optional accessories, please visit [www.nikonusa.com](http://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; 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](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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*1 Based on CIPA Standard. This value is achieved when FX-format compatible lenses are attached to a FX-format digital SLR camera and zoom lenses are set at the maximum telephoto position.*

*2 Depending on combination of shift and rotation, operation may be restricted by mechanical interference between the lens and camera when used with certain Nikon cameras.*

- *Models that can be used without any limitation: D5, D4 series, D3 series, D810 Series, D500*
- *Models that can be used with some limitations: Df, D800 series, D750, D610, D600, D300 series, D7200, D7100, D5500, D5300, D5200, D5100, D5000, D3400, D3300, D3200, D3100*
- *Models that are not compatible with PC NIKKOR 19mm f/4E ED: D2 series, D1 series, D200, D100, D90, D80, D70 series, D3000, D60, D50, D40 series, film cameras, Nikon 1 series with FT-1*

*\*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.*