

COOLPIX[®]
incredible digital



- Graphite Black
- Cool Blue
- Plum

Nikon
COOLPIX[®] S550

- 10.0**
Effective
Megapixels
- 5X**
Optical
Zoom-Nikkor
Glass Lens
- 2.5"**
Incredible,
Bright LCD
Screen
- VR**
Electronic
Image
Stabilization
- 2000**
ISO
Capability



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At the heart of the image[™]

COOLPIX[®] S550



COOLPIX[®] STYLE
brilliance made beautiful

CDP-S550TM-01-01/08 / 07-622



Nikon
COOLPIX S550

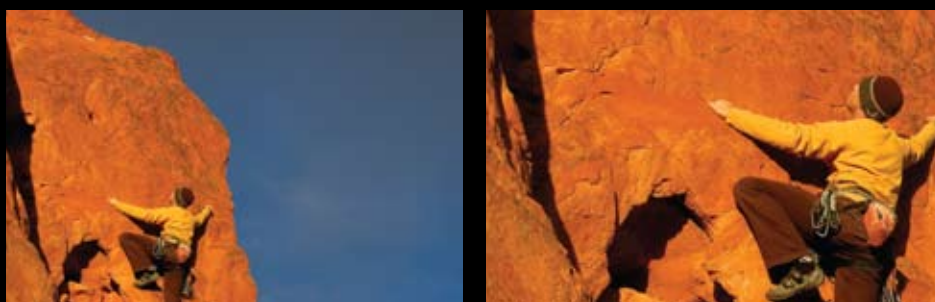
Key Features

- **10.0 effective megapixels** for stunning prints as large as 16x20 inches
- **High quality 5x Optical Zoom- NIKKOR glass lens** for incredibly sharp, clear images.
- **Electronic VR image stabilization**
- **World's smallest body***
- **Incredible, bright, high-resolution** 2.5-inch LCD monitor with anti-reflection coating
- **High sensitivity up to ISO 2000**
- **Nikon In-Camera Innovations**
- **In-Camera Red-Eye Fix™** automatically fixes most instances of red-eye in the camera. You may never see red-eye again
- **Improved Face-Priority AF** Nikon's face-finding technology that automatically focuses on faces faster than ever
- **D-Lighting** rescues dark or backlit images by improving brightness and detail where needed

The world's smallest body*

Packing stylish elegance, high performance and advanced functions into the smallest body among competing compact digital cameras, the COOLPIX S550 fits comfortably in the hand and simplifies picture-taking operation.

5x Zoom-NIKKOR glass lens



Exceptional image quality with greater creative freedom distinguishes the 5x Zoom-NIKKOR lens (36-180mm 35mm format equivalent) for the COOLPIX S550. Employing four aspherical elements and delivering telephoto reach up to 180mm, its quality NIKKOR optics also allow macro shooting from as close as 3.9 inches to your subject.

Electronic VR image stabilization



without vibration reduction

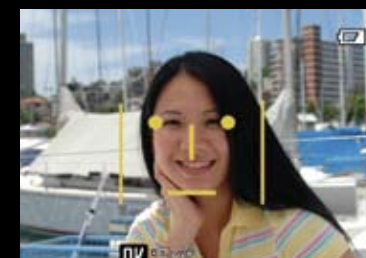
with vibration reduction

Compensating for the effects of camera shake to realize sharper results, electronic VR image stabilization frees you to enjoy capturing special moments without worrying about slight hand movements, particularly in lower light conditions.

10.0 megapixels of pure imaging power

That's plenty of sharp resolution to capture the finest details, crop creatively and produce beautiful enlargements. Optimizing performance and color reproduction is an advanced new image-processing engine, EXPEED.

Smile and blink recognition



Smile and blink recognition notification functions both help capture those precious smiles in the brief instants they appear. Smile recognition displays a gauge that detects when your subject smiles. Blink recognition notifies you when it detects that a subject has blinked, and allows you to immediately retake the shot.

In-Camera Premium Features!



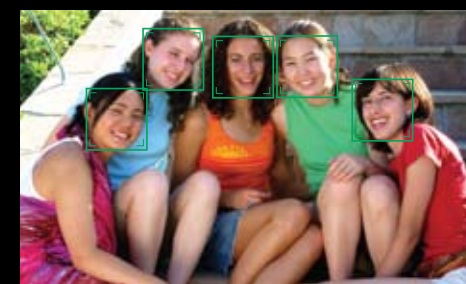
In-Camera Red-Eye Fix™

This in-camera feature automatically fixes most typical occurrences of red-eye.



D-Lighting

Compensates for underexposed images or insufficient flash by automatically adding light and detail to selected shots where needed, without affecting properly exposed areas.



Face-Priority AF

Automatically finds and focuses on up to 12 faces to ensure superb portraits with clear, crisp focus.



Simply better portraits

* Among competing models with 10 effective megapixels equipped with retractable 5x zoom as of January 29, 2008 (according to research conducted by NIKON CORPORATION).

style comes standard

5x zoom that fits anywhere beautifully