

COOLPIX S3100



At the heart of the image™

Stay connected, share your life.



14.0

Effective  
Megapixels

5X

Wide-Angle  
Optical  
Zoom-NIKKOR  
Glass Lens

2.7"

Bright LCD

HD

(720p) Movies  
with Sound

VR

4-way VR  
Image  
Stabilization  
System

COOLPIX **STYLE**  
brilliance made beautiful

Silver

Black

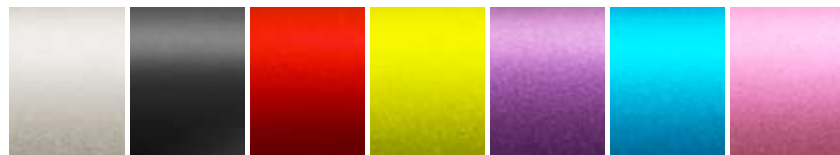
Red

Yellow

Purple

Blue

Pink



# Stay connected, share your life.

The teen market is huge—billions of dollars of purchasing power and tremendous buying influence offer an incredible opportunity! They love taking photos and movies yet cell phones just can't compete with the quality images of a Nikon. The new COOLPIX S3100 is the ideal camera for teens that love taking and sharing pictures. It's ultra-slim, stylish and comes in a variety of colors to fit individual personalities. It has 14 megapixels and a powerful 5x wide-angle optical Zoom-NIKKOR glass lens for sharp and detailed images. It includes an impressive 19 Scene Modes—including Scene Auto Selector—so capturing great images is easy and virtually fail proof. Teens love to experiment with creativity, and the COOLPIX S3100 offers plenty of ideas; Pet Mode, Fisheye Lens and Miniature Effect that can be applied to images to make original works of art. Because life is constantly moving, HD (720p) movie recording is a must-have feature for anyone looking to capture and share more fun. Nikon's innovative technology ensures outstanding images and movies for sharing anywhere—in-camera, prints or on the Internet. Offer the camera that helps them stay connected and share their lives... The COOLPIX S3100.



## The powerful, palm-sized COOLPIX S3100 in a variety of great colors.

Ultra-slim and ultra-light, this stylish COOLPIX S3100 camera is designed for teens on the go and soccer moms in the know. At a sleek 0.8 inches and just 4.2 ounces, it goes wherever the fun is—from the beach to the ballpark, from the weekend reunion to the weeklong family vacation. It comes in seven appealing colors—silver, black, red, yellow, purple, blue or pink. And its One-Touch HD Movie function allows users to upload the action for family and friends.

## Fun, user-friendly and full of features.

Now there's a powerful camera that's small and light enough to fit in the palm of a hand. The slender 0.8-inch, 4.2-ounce COOLPIX S3100 is engineered with a 14.0-megapixel CCD sensor that guarantees superb image quality with every shot. This remarkable camera also features a 5x wide-angle optical Zoom-NIKKOR glass lens. Its versatile 26-130mm lens ranges wide to capture a sunset over the ocean or zooms in on a windsurfer catching the last ride of the day. Whether it's shooting winter landscapes, portraits of a favorite pet, or unforgettable action shots, the COOLPIX S3100 is easy to use. And it's fun to compose images from the vibrant 2.7-inch LCD display that brings still images and HD movies to life, enabling users to capture and share brilliant pictures every time.

## The ability to create unique images with a variety of great effects.

For maximum creativity, the COOLPIX S3100 will match the limits of imagination with a variety of settings and effects. It features 19 Scene Modes, including Portrait, Party, Landscape and Sunset—all of which automatically adjust camera settings to specific scenes. Users simply point and shoot for the best picture every time. The COOLPIX S3100 also comes with Nikon's new Pet Mode, a technology that automatically finds and focuses on the face of your dog or cat, then automatically fires the shutter. With functions like Quick Retouch users can achieve the high quality images they want. And for more versatility, this camera comes with several filter effects like Soft Focus, Selective Color, Miniature, Cross Screen and Fisheye.

## Amazing movie recording features in a compact camera.

When there's a great story to tell, nothing does it like a movie. Whether capturing the excitement of a live concert, the heart stopping action of a

sporting event or the fun of a family vacation, the COOLPIX S3100 makes it easy to shoot high quality 720p HD movies. It has a simple One-Touch recording capability so the action will never get away. And, it can digitally zoom in on your subjects while recording, pulling in tight on subjects whenever the moment is right. When it's time for playback, the COOLPIX S3100 can do so in-camera, on a TV, or on a computer.

## Advanced features mean fail proof image quality every time.

Nikon's reputation as a world leader in digital photography now includes the COOLPIX S3100. This easy to use, easy to carry camera is loaded with innovations that assure outstanding images. Our high ISO speeds also ensure that the camera can shoot fast moving objects with optimum results.

With Nikon's EXPEED C2 processing engine, the COOLPIX S3100 expands photographic possibilities, adding improved levels of detail, image quality and processing speed. The four-way Electronic VR Image Stabilization system automatically minimizes the effects of camera shake. A Motion Detection feature on the COOLPIX S3100 also identifies moving objects within images and adjusts both shutter speed and ISO to keep the images crisp and clear. And when the action's moving fast, the Nikon's Best Shot Selector automatically takes up to ten shots with a single press of the shutter, then selects and saves the sharpest image.

## Convenient features that put a new face on imaging performance.

The COOLPIX S3100 is stylish, convenient and smart. Consider its Smart Portrait System—Nikon features that put a new face on photography. It includes advantages like the Smile Timer that automatically releases the shutter when a subject smiles, and Face-Priority AF, Nikon's face-finding technology that detects and focuses on up to 12 faces. When activated, the Blink Warning tells users when a subject may have blinked—and sends an alert to re-take the photo.

The in-camera Red-Eye Fix™ automatically corrects for red-eye during shooting. And the Skin Softening feature assures perfect facial studies by smoothing skin tones at three different levels. The COOLPIX S3100's rechargeable Li-ion battery lasts for approximately 220 still shots, offering enough power for an afternoon of photo firsts. The COOLPIX S3100 is simply a remarkable blend of convenience and advanced imaging features.

## Specifications:

- **Focus Range (from lens)** 1 ft. 8 in. (50cm) to infinity (∞), Macro close-up mode: 4.0 in. (10cm) to infinity (∞)
- **Storage Media** Internal memory (approx. 45 MB), SD/SDHC/SDXC memory card<sup>2</sup>
- **ISO Sensitivity** ISO 80,100, 200, 400, 800,1600, 3200, Auto (auto gain ISO 80-1600), Fixed range auto (ISO 80-400, 80-800).

- **Power Sources** Supplied: Rechargeable Li-ion Battery EN-EL19, Charging AC Adapter EH-69P Optional: AC Adapter EH-62G, Battery Charger MH-66.
- **Battery Life**<sup>1</sup> Approx. 220 shots with EN-EL19 battery.
- **Dimensions (WxHxD):** Approx. 3.7 x 2.3 x 0.8 in. (93.5 x 57.5 x 18.4mm) excluding projections<sup>3</sup>
- **Weight:** Approx. 4.2 oz. (118g) with battery and SD memory card<sup>4</sup>

<sup>1</sup> Based on CIPA industry standard for measuring life of camera batteries. Measured at 73°F (23°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal.

<sup>2</sup> Not compatible with Multi Media Cards (MMC).

<sup>3</sup> Method of noting dimensions and weight is in accordance with CIPA DCG-005-2009 guideline.

Images are for illustrative purposes only.

Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer.