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NIKON'S MY PICTURETOWN SERVICE UPGRADED TO SUPPORT NEWLY LAUNCHED CAMERA LINEUP, INCLUDING NIKON 1 ADVANCED CAMERA SYSTEM

New Version Lets Users Upload, View and Share Motion Snapshot Files

Melville, N.Y., October 11, 2011 – Today, Nikon Inc. announced the release of the latest version of its image sharing and storage service, *my Pictown* (www.mypictown.com), to include greater sharing and creativity functions that support the advanced features of Nikon's newest digital camera offerings.

On the heels of the recent launch of the Nikon 1 advanced camera with interchangeable lens system, *my Pictown* now offers support for the playback of Motion Snapshot files, a new form of imaging expression that allows users to capture fleeting moments with staggering depth and emotion by uniting a frozen still image with a slow-motion movement set to a built-in audio soundtrack. Motion Snapshot files recorded with the Nikon 1 system can be easily uploaded to, played and shared with family and friends on *my Pictown*.

The new version of *my Pictown* also expands its GPS support to display log data recorded with Nikon's rugged compact camera, the new COOLPIX AW100 with built-in GPS. This log data can now be displayed in map view, allowing users to track their route and share their adventure. Additional features, such as an altitude graph display and the capability to display heading information and location names (points of interest), enable users to view and maintain a detailed record of shooting scenes along with the photos themselves.

Another improvement includes a simplified movie file playback option. Rather than viewing movies in a separate window, these files can be played in the current window regardless of the selected view.* This convenient enhancement enables users to consecutively playback multiple movie files, allowing them to enjoy their movies easily and more quickly.

"Nikon's enhancements to *my Pictown* is providing a new way to enjoy digital photography by helping users easily store, organize and share memorable moments online," said Sharon Henley, Nikon's senior manager of product lifecycle control. "With new functionality, consumers can now take advantage of the advanced features of their Nikon 1 system or COOLPIX AW100 and share more than ever before."

About my Picturetown

Since its launch four years ago, *my Picturetown* has been helping its members share, store and enjoy their digital photos. Memberships have grown to 1,500,000 and are currently expanding with the continued development of *my Picturetown's* functions and services. Users have the option of activating a free account enabling them up to two gigabytes of storage or purchasing a Gold membership with a fee charge** that allows up to 200GB storage in units of 20GB each. To sign up for *my Picturetown*, please visit www.mypicturetown.com.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. 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 new Nikon 1 advanced camera with interchangeable lens system. In 2011, production of NIKKOR lenses surpassed 60 million, 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 at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @Nikon_USA.

**Depending on the movie file format, some movies may still be played back in a separate window*

***Membership fee varies by country and region*

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