



**FOR IMMEDIATE RELEASE**

**Press Contacts:** MWW Group

Geoff Coalter E: [gcoalter@mww.com](mailto:gcoalter@mww.com)

Alex Kruse E: [mkopacz@mww.com](mailto:mkopacz@mww.com)

P: 201.507.9500

[press.nikonusa.com](http://press.nikonusa.com)

**NEW 1 NIKKOR 18.5MM F/1.8 OFFERS NIKON 1 SYSTEM SHOOTERS COMPACT PERFORMANCE AND CREATIVE CONTROL**

*Nikon Expands 1 NIKKOR Lens System with an Affordable Fast Aperture Prime Lens*

---

**MELVILLE, N.Y. (September 13, 2012)** – Today, Nikon Inc. announced the latest addition to the Nikon 1 system, the compact and lightweight 1 NIKKOR 18.5mm f/1.8, a fixed focal length addition to the 1 NIKKOR family of lenses. The 18.5mm f/1.8 gives Nikon 1 System shooters a fast prime lens that is consistently able to deliver outstanding image quality and sharpness for stills and HD video, whether shooting awe-inspiring landscapes, flattering portraits or documenting the family vacation in glorious HD video.

“Nikon’s new 1 NIKKOR 18.5mm offers extremely fast performance alongside the accuracy and image quality that photographers have come to expect from a NIKKOR lens,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “With the continuing expansion of the 1 NIKKOR line of lenses, Nikon is committed to ensuring every moment is captured with tremendous speed and amazing clarity.”

**1 NIKKOR Speed and Versatility**

The 1 NIKKOR 18.5mm f/1.8 prime lens features the popular yet versatile focal length of approximately 50mm (35mm equivalent) and a large f/1.8 aperture, making it ideal for portraiture and everyday shooting. With the large aperture, consumers can create a dramatic depth of field with beautiful image blur, or shoot with confidence in challenging lighting conditions.

Conveniently compact and crafted with eight optical elements in six groups, the 18.5mm fulfills the promise of NIKKOR quality with solid handling and optical excellence. The lens is lightweight, weighing in at a mere 2.5 ounces to further complement the portability of the Nikon 1 System. Seven aperture blades help to create a pleasing circular bokeh for a natural separation between subject and background.

**Price and Availability**

Compatible with the Nikon 1 J1, J2 and V1, the 1 NIKKOR 18.5mm f/1.8 will be available in early November 2012 in Black, White and Silver and will have a suggested retail price (SRP) of \$189.95\*. For

more information on this and other 1 NIKKOR lenses and other Nikon products, please visit [www.nikonusa.com](http://www.nikonusa.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 2012, production of NIKKOR lenses surpassed 70 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 @NikonUSA.

###

*\*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.*