



FOR IMMEDIATE RELEASE

Press Contacts: MWW Group

Matt Kopacz E: mkopacz@mww.com

Alex Kruse E: akruse@mww.com

P: 201.507.9500

press.nikonusa.com

NIKON ANNOUNCES THE FASTEST 1 NIKKOR LENS YET: THE NEW 32MM f/1.2

The Newest Addition to the Nikon 1 System, the 1 NIKKOR 32mm f/1.2 Lens, Offers Superior Resolution and Incredible Depth of Field to Nikon 1 Shooters

MELVILLE, N.Y. (May 14, 2013) – Today, Nikon Inc. introduced the newest addition to the acclaimed Nikon 1 system, the 1 NIKKOR 32mm f/1.2 lens, a fast medium-telephoto offering for photographers who appreciate the speed and portability of the Nikon 1 System. With a fixed focal length of 32mm and a maximum aperture of f/1.2, the new 32mm lens is the fastest in the ever expanding 1 NIKKOR lens lineup. An ideal lens for portraiture, the 1 NIKKOR 32mm f/1.2 lens is capable of rendering breathtaking images that capture every detail.

The 1 NIKKOR 32mm f/1.2 lens (86mm equivalent in 35mm format) enables brilliant sharpness and is able to resolve intricate details in portraits such as hair, eyes and eyelashes, while also allowing for strategically precise image blur and bokeh. From flattering portraits to still-life art, this fast lens gives users the ability to emphasize a primary subject combined with a skillfully blurred background for a dramatic yet natural separation, and shoot with confidence in challenging light.

Additionally, core NIKKOR lens technologies have been carried over into the 1 NIKKOR series, as the 32mm f/1.2 is the first 1 NIKKOR lens to be equipped with a Silent Wave Motor (SWM), a manual focus ring and a Nano Crystal Coat -- all traditional staples of the NIKKOR line. Utilizing the Close-Range Correction System, the lens is able to provide high-resolution, realistic textures and minimized aberration, even during close-up shooting. The M/A (autofocus with manual override) mode lets the user to manually focus during autofocus operation for intuitive and fine adjustments while shooting. Additionally, the lens sports an elegant and portable design while Nikon's exclusive Nano Crystal Coat effectively reduces instances of ghost and flare for optimal image quality.

With the addition of the new 1 NIKKOR 32mm f/1.2 lens, the 1 NIKKOR lens lineup now offers nine total lenses for photographers seeking the ideal harmony of performance and portability.

Nikon will continue to expand the 1 NIKKOR lineup with lenses that make the most of the capabilities and performance offered by Nikon 1 advanced cameras with interchangeable lenses, while consistently offering new ways for users to express their creative vision.

Price and Availability

The 1 NIKKOR 32mm f/1.2 lens will be available in Black and Silver for a suggested retail price (SRP) of \$899.95* in June 2013. For more information on the Nikon 1 system and other 1 NIKKOR lenses as well as other Nikon products, please visit www.nikonusa.com.

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the new super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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 Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of the Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 75 million NIKKOR lenses in 2012, 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](https://twitter.com/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.