



FOR IMMEDIATE RELEASE

Press Contacts: MWW Group

Geoff Coalter E: gcoalter@mww.com

Alex Kruse E: akruse@mww.com

P: 201.507.9500

press.nikonusa.com

THE NEW AF-S NIKKOR 58MM F/1.4G LENS UNLEASHES LOW-LIGHT SHOOTING POTENTIAL FOR FX AND DX-FORMAT SHOOTERS

Fast, Sharp and Powerful, the AF-S NIKKOR 58mm f/1.4G Lens Helps Capture Perfect Portraits and HD Video Even in Extreme Low-Light Scenarios

MELVILLE, N.Y. (October 17, 2013) – Today, Nikon Inc. introduced the AF-S NIKKOR 58mm f/1.4G, a professional grade prime lens offering a versatile 58mm perspective and excellent low-light shooting capabilities for FX and DX-format shooters. Designed to excel at night and in extreme low-light situations, this new NIKKOR lens sports a diverse feature set and optical design that make it a dependable and versatile option for daytime portraits, nighttime cityscapes or sharp HD video with a dramatic depth of field. Paying homage to the acclaimed original Noct NIKKOR 58mm f/1.2 lens, the AF-S NIKKOR 58mm f/1.4G lens is capable of capturing stunning photos and videos while achieving beautiful bokeh effects.

“With the development of every NIKKOR lens, Nikon aims to provide photographers with the powerful and versatile lensing options needed to capture stunning images and HD video in a variety of difficult shooting scenarios,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “Combining Nikon’s storied NIKKOR legacy with renowned optical technologies, the AF-S NIKKOR 58mm f/1.4G lens presents the premier prime lensing option for FX and DX-format shooters who expect the best in low-light performance.”

Optimized for elite performance in even the most challenging low-light scenarios, the AF-S NIKKOR 58mm f/1.4G sports a unique 58mm (87mm DX-format equivalent) fixed focal length, making it ideal for shooting both flattering portraits, landscapes and street photography. Both FX-format and DX-format shooters will appreciate a wide and fast f/1.4 aperture that helps to ensure professional-grade photos and edge-to-edge sharpness, combined with overwhelming rendering performance. Even while focusing at infinity, the lens’ high resolving power has the ability to process distant subjects with amazing clarity. Whether shooting dynamic nighttime cityscapes or astrophotography, top-class low-light performance is ensured with minimal sagittal coma, while light falloff is controlled to retain brightness and reduce vignetting, even while wide open.

The AF-S NIKKOR 58mm f/1.4G lens is also powered by core NIKKOR technologies designed to provide the user with the ultimate in clarity and control, and the capability to capture beautiful photos and HD

video even in extreme low-light. The lens sports a rounded nine-blade diaphragm, providing both FX and DX-format shooters with a circular bokeh, allowing for dramatic sense of natural depth in landscapes and beautiful image blur. Additionally, the lens features a Nano Crystal Coat to prevent ghost and flare, as well as a Silent Wave Motor (SWM) to help ensure quiet AF operation, even when shooting HD video. For users who want the utmost control of every frame, two focus modes are available, including M/A (AF with manual override) and M (manual).

Price and Availability

The AF-S NIKKOR 58mm f/1.4G lens will be available in late October 2013 for a suggested retail price (SRP) of \$1,699.95*. For more information on NIKKOR lenses and accessories 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 80 million NIKKOR lenses in 2013, 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.