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## **EXACTING PRECISION FROM NEAR OR AFAR: NIKON'S NEWEST NIKKOR LENSES OFFER OPTICAL BRILLIANCE AND VERSATILITY FOR FX-FORMAT SHOOTERS**

*Nikon Continues to Expand Upon the NIKKOR Lens Lineup with the New AF-S NIKKOR 800mm f/5.6E FL ED VR Super-Telephoto Lens and AF-S NIKKOR 18-35mm f/3.5-4.5G ED Wide-Angle Lens*

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**MELVILLE, N.Y. (January 28, 2013)** – Today, Nikon Inc. introduced the AF-S NIKKOR 800mm f/5.6E FL ED VR super-telephoto lens and AF-S NIKKOR 18-35mm f/3.5-4.5G ED ultra-wide-angle zoom lens, designed to assist FX-format photographers in capturing their subjects with clarity and precision. Specifically engineered for sports, wildlife and photojournalists, the 800mm f/5.6 offers the longest focal length of any NIKKOR autofocus (AF) lens, affording photographers the opportunity to get closer to their subject with extreme telephoto capability. Additionally, the compact and lightweight 18-35mm f/3.5-4.5 is an ultra-wide-angle lens option with a 1.9x zoom range is an ideal focal length for landscape photography and other wide-angle applications.

“The addition of the AF-S NIKKOR 800mm f/5.6E FL ED VR super-telephoto lens and AF-S NIKKOR 18-35mm f/3.5-4.5G ED wide-angle zoom lens to the FX-format NIKKOR lens lineup reaffirms Nikon’s commitment to the optical excellence and versatility that professional and enthusiast photographers have come to expect from Nikon,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “Whether shooting on the sidelines under stadium lights or composing a landscape in the early morning sun, the newest additions to the NIKKOR line of lenses provide the ability to shoot stunning still images or HD video with amazing sharpness and clarity.”

### **The Elusive and Iconic Image is Never Out of Reach**

The new AF-S NIKKOR 800mm f/5.6E FL ED VR super-telephoto lens provides professional photographers the opportunity to get close to a subject with the longest fixed focal length lens in the NIKKOR family. Designed for the needs of sports, wildlife and news photographers, the 800mm features a maximum aperture of f/5.6 and gives FX-format photographers the chance to capture intense detail and textures that fill the frame from a distance. Included with the new lens is the matched AF-S Teleconverter TC800-1.25E ED which has been developed exclusively for the 800mm f/5.6 lens. This is the first Nikon teleconverter to employ an ED glass element, and extends the maximum focal length 1.25x to 1000mm (1500mm when used with a DX-format camera) and maximum aperture to f/7.1 while maintaining full AF performance on D4, D800 series and D600 FX-format D-SLR cameras.

Originally trialed and tested under the demanding conditions of the 2012 summer games, the AF-S NIKKOR 800mm f/5.6E FL ED VR maintains the handling, optical performance, vivid color reproduction and exceptional clarity that professional photographers rely on. This is the first Nikon lens constructed with two fluorite glass elements, combined with two ED glass elements and a Nano Crystal Coat, to help ensure outstanding performance with minimal chromatic aberration and flaring, all within a durable lens body. The addition of fluorite elements allows for consistently excellent optical characteristics while keeping the lens balanced and lightweight. The lens is comprised of 20 elements in 13 groups, and is one of few Nikon lenses to utilize an electromagnetic diaphragm mechanism that enables seamless mechanical control and enhanced stability in auto exposure control during continuous shooting. Vibration Reduction (VR) image stabilization is also implemented, with the equivalent of approximately four stops faster<sup>1</sup> shutter speed correction.

### **An Ultra Wide-Angle Wonder for FX-Format Photographers**

Nikon's newest ultra-wide-angle NIKKOR offering, the AF-S NIKKOR 18-35mm f/3.5-4.5G ED, features a useful wide-angle focal length of 18-35mm (1.9x zoom equivalent). This FX-format lens is ideal for large group shots, architecture and photographing or shooting HD video in tight interiors. Performance is optimized for ultra-high-pixel-count D-SLR cameras including the Nikon D800 series and D600, while providing close focus up to .92 feet (approx. 11 inches). The 18-35mm f/3.5-4.5 presents a new, lightweight wide-angle option for FX-format D-SLR shooters.

The AF-S NIKKOR 18-35mm f/3.5-4.5G ED packs NIKKOR quality and performance within an extremely compact and lightweight 0.85 lb. (385g) body, making it easy to carry while on location or on-the-go. Constructed with 12 elements in 8 groups, Nikon's newest wide-angle lens features a seven-blade diaphragm that allows for beautiful and precise image blur, ED glass to help ensure outstanding performance with minimal chromatic aberration while Nikon's Super Integrated Coating (SIC) reduces ghosting even in backlit situations. Two focus modes are available including M/A (AF with manual override) and M (Manual) in addition to a Silent Wave Motor (SWM) that enables quiet AF operation.

### **Price and Availability**

The AF-S NIKKOR 800mm f/5.6E FL ED VR, supplied with the AF-S Teleconverter TC800-1.25E ED, will be available in April 2013 for the suggested retail price (SRP) of \$17,899.95\*. The AF-S NIKKOR 18-35mm f/3.5-4.5G ED will be available in March 2013 for the SRP of \$749.95\*. For more information on these and other NIKKOR lenses as well as other Nikon products, please visit [www.nikonusa.com](http://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. In 2012, production of NIKKOR lenses surpassed 75 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.

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*\*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.*

<sup>1</sup>*CIPA Standards*