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CAPTURE THE ACTION AT THE SPEED OF LIFE: THE NIKON 1 AW1 IS THE WORLD'S FIRST WATERPROOF AND SHOCKPROOF INTERCHANGEABLE LENS CAMERA

From Tropical Tides to a Whitewater Adventure, the New Nikon 1 AW1 and Two New 1 NIKKOR AW Lenses Help Capture Family Adventures, Even When Traveling Off the Beaten Path

MELVILLE, NY (September 19, 2013) – Today, Nikon Inc. announced the world's first waterproof, shockproof interchangeable lens camera¹, the Nikon 1 AW1. Also designed to be freezeproof, the durable and versatile AW1 thrives in harsh environments while delivering the high-performance features and incredible image quality that thrill-seeking families need to capture every moment and memory. By land or by sea, from the tropics to snowy peaks, this newest addition to the Nikon 1 Advanced Camera with Interchangeable Lens System (ACIL) is equipped with outdoor friendly features to capture amazing photos and stunning Full HD video.

To complement the AW1, Nikon also introduced two new waterproof, shockproof and freezeproof lenses, the 1 NIKKOR AW 11-27.5mm f/3.5-5.6 and 1 NIKKOR AW 10mm f/2.8. Striking the ideal balance between portability and performance, the robust 11-27.5mm lens offers a versatile lens option with a 2.5x zoom range. Additionally, the portable wide-angle 10mm lens offers a fast f/2.8 aperture to help deliver a shallow depth of field and excellent low-light performance.

"As the world's first waterproof and shockproof Advanced Camera with Interchangeable Lens System, the Nikon 1 AW1 offers an exciting new option for the family who seeks both exhilaration and a durable yet versatile camera to complement their active lifestyle," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "The Nikon 1 AW1 and the new 1 NIKKOR lenses are always ready to capture the action with high speed performance and incredible image quality that users have come to expect from the Nikon 1 System."

The Nikon 1 AW1: The World's First Waterproof and Shockproof Interchangeable Lens Camera

Whether the destination is to the beach, the slopes or a mountain pass, the Nikon 1 AW1 is a must-pack accessory for any adventure. Waterproof (down to 49 feet), shockproof (up to 6.6 feet) and freezeproof (down to 14° F), the AW1 can handle the toughest conditions while capturing fast action. Though built to be durable and robust, the camera retains a compact and lightweight body, making it easy to carry on any expedition, above or below sea level.

Additionally, the versatile Nikon 1 AW1 offers the unique feature set that adventurers of all levels can take full advantage of, whether tackling a black diamond slope or an unfamiliar trail. With built-in GPS technology, AW1 users can track their travels while identifying the exact longitude and latitude where an image or video was captured. The AW1 is also equipped with an altimeter, a depth gauge, an electronic compass and a virtual horizon indicator. What's more, the camera's pop-up flash is waterproof as well, allowing the user to add light to a scene automatically or on command.

Capturing the Perfect Shot: The Performance and Speed of the Nikon 1 AW1

Featuring both a 14.2-megapixel CX-format CMOS sensor and Nikon's EXPEED 3A image processing engine, the AW1 produces sharp, high-quality images and HD video with great detail and color, even in challenging lighting situations. The Nikon 1 AW1 also sports a wide ISO range (160 to 6400), allowing users to capture sharp photos in a variety of lighting, even while handheld.

Swift performance and rapid response are hallmarks of the Nikon 1 System, and in similar fashion the AW1 includes Nikon's superfast and extremely responsive Advanced Hybrid Autofocus (AF) system that affords users the ability to capture incredibly fast moving action. To capture even the fastest moving subjects with clarity, the 73-point AF array can lock on to the action in approximately 80 milliseconds². To help ensure that no moment is missed, the AW1 offers the world's fastest continuous shooting frame rate (approx. 15 frames-per-second [fps] with AF)³ and continuous shooting at 60 fps when the focus is locked.

Ready for the Next Adventure: The Feature Set of the Nikon 1 AW1

The compact Nikon 1 AW1 strikes the perfect balance between creative and user-friendly features and controls. Similar to the Nikon COOLPIX AW110, the AW1 also includes Action Control, which allows users to control certain functions of the camera simply by swinging it in the air. This feature makes it easier to adjust the camera underwater or when wearing gloves.

When using the Nikon 1 AW1, the Creative Mode menu provides an easy way to utilize full manual exposure controls (P,S,A,M) as well as Selective Color, Miniature, Soft, Night Landscape, Backlighting and Night Portrait modes. Additionally, Easy Panorama provides a simple way to capture vast landscapes from a wide perspective of awe-inspiring landscapes.

The Nikon 1 AW1 incorporates Full HD 1080p video capabilities as well as Advanced Movie Mode. In Advanced Movie Mode, users can shoot Full HD video and high-resolution stills simultaneously. Additionally, Slow Motion Movies can capture all the action at either 400 fps or 1200 fps. The AW1 also features Enhanced Motion Snapshot Mode, which provides shooters with the option of capturing a quick passing moment with a short, slow-motion movie sequence in addition to a single defining still image.

When Best Moment Capture Mode is selected, camera users have access to Smart Photo Selector or Slow View modes. With Smart Photo Selector, the AW1 can capture up to 20 shots with a simple press of the shutter button, and the camera will select the best shot. Slow View is ideal for extreme action sports; once focus is achieved and the shutter button is pressed halfway down, users capture live action (approx. 1.33 seconds) while the subject is displayed in slow motion on the screen. A slowed-down view is then continuously looped over until the shutter is fully pressed, resulting in an amazing moment that would have been otherwise missed.

Furthermore, the Nikon 1 AW1 features an intuitive Auto Mode to help users frame the perfect shot with ease. The AW1 also comes equipped with Live Image Control, giving the user access to real time

adjustments of Active D-Lighting, Background Softening, Motion Control and Brightness Control, which are displayed on the AW1's LCD screen prior to capture.

When it's time for some aquatic action, the Nikon 1 AW1 offers several underwater controls. When in Underwater mode, users can choose from either three options (standard, scuba, close-up), which will automatically adjust the camera's settings to deliver optimal results based on the type of activity that a user is participating in. Additionally, the Underwater White Balance setting makes adjusting white balance simple, while the Underwater Distortion Control corrects the effects of distortion caused by water.

Share the Adventure: Wirelessly Send Images from the Nikon 1 AW1

For those who want to share their images from their latest expeditions instantly, users will be able to take advantage of the AW1's Wi-Fi capabilities. Similar to previous Nikon 1 System cameras like the Nikon 1 J3, the Nikon 1 AW1 is fully compatible with Nikon's optional WU-1b Wireless Mobile Adapter⁴, allowing high-quality images to seamlessly be transferred to compatible smart devices wirelessly. If using the free Wireless Mobile Adapter Utility application for Android™⁵ platform smart devices as well as iPhone® and iPad®⁶ mobile digital devices, AW1 users will have the ability to remotely take photos with the camera from a smartphone or tablet as well.

The 1 NIKKOR AW 11-27.5mm f/3.5-5.6 and AW 10mm f/2.8: New Lenses for the Nikon 1 AW1

Alongside the new Nikon 1 AW1, the waterproof, shockproof and freezeproof 1 NIKKOR AW 11-27.5mm f/3.5-5.6 and 1 NIKKOR AW 10mm f/2.8 provide two versatile lens options for the individual looking for a compact camera system that can keep up with their active lifestyle. When attached to the AW1, these lenses can handle tough conditions while being waterproof (up to 49 feet), shockproof (up to 6.6 feet) and freezeproof (down to 14° F). The compact 11-27.5mm is a lightweight yet durable lens that packs a 2.5x zoom (30-74mm equivalent) and is ideal for capturing landscapes and portraiture during a family's latest expedition. Portable and ultra-compact, the 10mm provides AW1 shooters with a wide angle of view, useful when capturing everything from sweeping landscapes to close-up action that fills the frame. Not to be outdone, the 10mm has a fast aperture of f/2.8, to capture special moments with incredible clarity and a soft natural background, even in challenging light such as dusk or when underwater.

For further versatility when out of the water, the Nikon 1 AW1 is also fully compatible with the expanding lineup of incredibly sharp 1 NIKKOR lenses, Nikon 1 accessories, as well as a wide range F-Mount NIKKOR lenses when connected to the FT-1 Mount Adapter.

New Nikon 1 Accessories: New Skins Provide More Control and Personal Flair

Demonstrating Nikon's commitment to the newly introduced waterproof, shockproof and freezeproof products, Nikon also introduced new accessory skins for the Nikon 1 AW1 and the 1 NIKKOR AW 11-27.5mm f/3.5-5.6 lens. To provide more grip, comfort and control when shooting, the new accessory skins provide extra protection while also adding visibility and personal flair to their Nikon 1 Camera System setup.

For those adventurers looking for the flexibility to swap lenses in environments with extreme temperature and humidity changes, Nikon has developed a new filter attachment, the Filter AW 40.5 NC, to effectively combat the common occurrence of condensation. Nikon has also announced the development of the SB-N10 Underwater Speedlight. The SB-N10 will offer extra illumination when capturing still images underwater or in extreme low-light conditions.

Price and Availability:

The Nikon 1 AW1 will be available as a one-lens kit, with the 1 NIKKOR AW 11-27.5mm f/3.5-5.6 lens, and a two-lens kit with the 1 NIKKOR AW 11-27.5mm f/3.5-5.6 and 1 NIKKOR AW 10mm f/2.8 lenses. The Nikon 1 AW1 kit with the 11-27.5mm will be available in October 2013 for the suggested retail price (SRP) of \$799.95⁷. The Nikon 1 AW1 two lens kit with the 11-27.5mm and 10mm lenses will be available in October 2013 for the suggested retail price (SRP) of \$999.95⁷. To complement consumers' preferences, the Nikon 1 AW1 kits will come in three different colors including black, silver and white. Additionally, the new accessory skins for the AW1, 11-27.5mm lens and 10mm lens will come in a variety of colors including black, khaki and orange. These skins will be available in October 2013 for the suggested retail price (SRP) of \$36.96⁷. Lastly, the new Filter AW 40.5 NC attachment will be available in Spring 2014, though the suggested retail price (SRP) has not yet been announced.

For more information on these new Nikon 1 Advanced Camera with Interchangeable Lens System products as well as other Nikon products, please visit 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 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).

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 super telephoto 600mm 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.

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¹Among digital cameras with interchangeable lenses available as of September 9, 2013 (according to research conducted by Nikon Corporation).

²Among digital cameras with interchangeable lenses available as of September 9, 2013 as determined by Nikon performance tests; measured when using the single-point AF mode and the shortest focal length of 1 NIKKOR VR 10-30mm f/3.5-5.6 (according to research conducted by Nikon Corporation).

³Among digital cameras with interchangeable lenses available as of September 9, 2013 (according to research conducted by Nikon Corporation).

⁴The Wireless Mobile Adapter Utility Application must be installed on the smart device before it can be used with the WU-1b Wireless Mobile Adapter connected to the Nikon 1 AW1. The application can be downloaded free of charge from Google Play™ or the Apple App Store. For use with Android or iOS mobile devices, please refer to mobile device compatibility and available features at <https://play.google.com/store/apps/details?id=com.nikon.wu.wmau&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).

⁵Android and Google Play are trademarks of Google, Inc.

⁶iPhone, iPad and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries.

⁷SRP (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.