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**THE WATERPROOF, SHOCKPROOF AND FREEZEPROOF NIKON COOLPIX AW120 IS AN EXCITING OPTION FOR THOSE WHO WANT TO TAKE PHOTOS WHEN THEY'RE IN THE ACTION, INSTEAD OF WATCHING IT**

*Beneath Its Durable Exterior, the COOLPIX AW120 Sports Incredible Image Quality and Useful Features Fit for Life's Adventures*

**MELVILLE, NY (February 6, 2014 at 11:01 P.M. EST)** – Today, Nikon Inc. announced the rugged COOLPIX AW120 for those who demand as much from their camera as they do from their adventure. Waterproof (up to 59 feet, 18m), shockproof (up to 6.6 feet, 2m) and freezeproof<sup>1</sup> (down to 14°F, -10°C), the AW120 can handle practically any condition above or below sea level. Equipped with GPS technology, the COOLPIX AW120 lets the user track their exploration down to the exact longitude and latitude of where an image was captured. Explorers can also stay connected when they're "off the grid" with built-in mapping and an Electronic Compass to help navigate the unknown. Built-in Wi-Fi<sup>®</sup> connectivity<sup>2</sup> allows the user to seamlessly transfer images or HD video of any adventure to compatible smart devices for easy sharing of quality imagery to their social networks, friends and family.

"The new COOLPIX AW120 is uniquely designed for Nikon's thrill-seeking consumers who are living life to the fullest, and need a camera to keep up," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "We've incorporated useful features and technology while still providing the image quality that Nikon has become synonymous with, so users can spend less time navigating their camera and more time navigating their adventure."

The COOLPIX AW120 features a 16-megapixel CMOS sensor that helps preserve adventurous moments that are worth reliving in stunning photos and Full HD 1080/60i video. Furthermore, a wide angle 5x (24-120mm) optical zoom lens and 10x Dynamic Fine Zoom\* with Hybrid Vibration Reduction (VR), a fast f/2.8 maximum aperture and about 6.9 frames per second (fps) continuous shooting ensure that photos and videos are captured in clear detail, despite the distance or tumultuous climate the explorer may be in. Knowing that operating a camera should not stop an excursion, the COOLPIX AW120 sports an intuitive graphic user interface and Nikon's Action Control function that allows seamless operation with gloved hands. To help frame stunning photos and HD videos, the COOLPIX AW120 sports a bright 3.0-inch (7.5cm) high-resolution OLED monitor as well.

Additionally, the AW120 can be mounted to a new chest harness that allows the user to securely fasten

the camera around their chest, which is helpful when capturing exciting stills and videos from a unique in-the-action point of view. The COOLPIX AW120 can also be fitted with optional silicone jackets that provide a second layer of protection as well as a stylish new look. The silicone jackets will be available in several different colors including Black, Orange, Blue and Khaki.

### **Price and Availability**

The COOLPIX AW120 will be available in March 2014 in Orange, Blue, Black and Camouflage for a suggested retail price (SRP) of \$349.95\*\*.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Fun & Innovative, Ultra-Slim Zoom, Comfort Long Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, 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 Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of more than 85 million NIKKOR lenses in 2014, 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).

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*\*Dynamic Fine Zoom magnification is calculated from the full-wide end of optical zoom.*

<sup>1</sup>[nikonusa.com/aw120info](http://nikonusa.com/aw120info)

<sup>2</sup>*Cameras having Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. 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).*

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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.*

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