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Press Contacts: MWW Group

Matt Kopacz E: mkopacz@mww.com

Alisa Finkelstein E: afinkelstein@mww.com

P: 201.507.9500

press.nikonusa.com

NO FILTER NEEDED: THE NEW NIKON COOLPIX S810c WITH THE ANDROID™ OPERATING SYSTEM IS THE SEAMLESS WAY TO SHOOT AND SHARE STUNNING IMAGES

The Next Generation Full-Featured Social Camera Helps Users Step Up Their Photo Sharing With Stunning Images and Instant Access to Their Favorite Apps

MELVILLE, NY (April 10, 2014 at 12:01 A.M. EDT) - Today, Nikon Inc. announced the new COOLPIX S810c, which combines Nikon's powerful camera imaging technologies and the vast capabilities of the Android™ Operating System (OS). Whether photographing friends dancing into the night or fast-action sports, the 16.0-megapixel COOLPIX S810c helps users never again settle for sharing a sub-par cell phone photo to their social networks.

"The COOLPIX S810c combines the best parts of a Nikon camera and the limitless possibilities of the Android Operating System, so users can seamlessly integrate their digital lives with their creative passions," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "Nikon COOLPIX S810c users will be able to stay connected and share everyday moments with ease through Full HD video and amazing stills."

Capture and Share Photos, Without Sacrificing Image Quality

The new Nikon COOLPIX S810c provides users with the power to capture high quality images in low-light or from a distance, delivering the results that would otherwise be a challenge to capture with a smartphone. The COOLPIX S810c features a 16.0-megapixel, backside illuminated (BSI) CMOS sensor for excellent low-light ability, and a 12x optical zoom NIKKOR lens (with 24x Dynamic Fine Zoom) to get the sharp shots from up close or far away. Further bolstering the low-light capability of the S810c, the camera has an ISO range up to 3200, as well as Lens-Shift Vibration Reduction (VR) to help banish blurry photos, even while shooting handheld. To capture those special moments, the camera also has a fast continuous shooting mode.

Stay Connected, Share Effortlessly With Built-in Wi-Fi®

Whether liking a status or tagging a photo, COOLPIX S810c users can seamlessly share their most memorable moments with friends and family with the Android™ 4.2.2 Jelly Bean Operating System. When accessing Google Play™, users have access to endless apps including Facebook, Twitter, Instagram and many other apps where they can share photos and stay connected. With the Android OS, users can surf the web, read their latest emails, browse through their friends' photos and videos, navigate with

maps as well as many other functions offered by Android apps. The built-in Wi-Fi capabilities of the S810c provide a simple way to directly share photos instantly with friends and family. When no external Wi-Fi network is available, users can also connect to a compatible smartphone or tablet via the dedicated "Connect to S810c" app¹ in order to transfer, share and view their images on that smart device. Additionally, the COOLPIX S810c has built-in GPS for location-based apps, as well as a stereo headphone jack, which allows users to operate their camera as a mobile media player device. With the COOLPIX S810c users can easily navigate to their dinner date, while listening to their favorite playlist, and then shoot and share their entrée as well as the night's details with friends, all with the same device.

Proven Nikon Technologies and Features

Whether sharing, swiping, composing or navigating, users will appreciate the wide and bright 3.7-in. touch-screen LCD monitor with 1.2 million-dot resolution, as well as the ability to capture Full 1080p HD video. Additionally, COOLPIX S810c photographers can explore their creativity with a variety of special and creative effects including user-friendly modes and features like Easy Panorama, which lets the user simply sweep the camera to create an ultra-wide panoramic image. Furthermore, the camera also features a new enhanced battery, allowing users to stay connected longer.

Price and Availability

The Nikon COOLPIX S810c will be available in early May 2014 in Black or White for a suggested retail price (SRP) of \$349.95**. For more information on the latest COOLPIX cameras as well as other Nikon products, please visit www.nikonusa.com.

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.

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 over 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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¹Cameras 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 "Connect to S810c" application can be downloaded free of charge from Google Play™ or the Apple App Store. Availability for the application will be announced in the near future.

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Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.