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**NIKON'S COMPACT COOLPIX P7700 COMBINES FIRST-CLASS IMAGE QUALITY, TOP-TIER OPTICS AND UNPARALLELED CREATIVE CONTROL**

*Nikon's New Flagship COOLPIX Camera Sets the Standard for Performance, Versatility and Functionality for Those Who Expect The Best and Need The Convenience of a Compact*

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**MELVILLE, N.Y. (August 22, 2012)** – For the compact camera user only satisfied with the very best, today Nikon Inc. introduced its new flagship COOLPIX camera, the P7700. This powerful and versatile point-and-shoot camera features a sharp 7.1x zoom NIKKOR ED glass lens with a maximum aperture of f/2 and a 12.2-megapixel CMOS sensor. Conveniently compact and loaded with innovative features and manual controls, the COOLPIX P7700 will capture still images and Full HD 1080p video with stunning sharpness and vivid color, whether used as the ultimate go-to travel camera or D-SLR companion.

The COOLPIX P7700 is ideal for those looking for a compact camera with high performance and a complete feature set which will allow them to capture high quality still photos and Full HD video. For photographers looking to step up from traditional point-and-shoot cameras to professionals who crave complete creative control, the P7700 offers one of the most comprehensive feature sets available in its class. Featuring a new 12.2-megapixel CMOS sensor, a high-performance NIKKOR lens and full manual control settings, Nikon's new flagship COOLPIX camera can unleash a photographer's inner creativity and inspire truly magnificent images.

"Nikon's new COOLPIX P7700 pushes the boundaries of traditional point-and-shoot cameras, offering stunning image quality and fast performance along with the freedom to customize every shot," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. "Nikon's flagship COOLPIX P7700 is a powerful and versatile companion that consistently delivers incredible results in various shooting scenarios."

**Exceptional Clarity, Powerful Performance**

The COOLPIX P7700 sports a large 1/1.7-in 12.2-megapixel backside illumination (BSI) CMOS sensor that offers excellent tonal range and vivid color reproduction. Additionally, high-speed image processing helps achieve fast continuous shooting at approximately eight frames-per-second (up to six continuous shots) affording the ability to freeze a fleeting moment with exacting precision. The P7700 delivers extremely rapid performance from a quick startup time to lightning-fast autofocus recognition to help ensure the moment is captured.

The P7700's high-performance 7.1x zoom f/2 NIKKOR glass lens is equally as essential in providing the very best clarity and sharpness that professional photographers have come to expect from Nikon. With a large maximum aperture of f/2, the optics cover an equivalent range from 28 to 200mm, allowing for tack-sharp images and HD video throughout the entire focal range. An evolved Lens-Shift Vibration Reduction (VR) function minimizes camera shake for shooting blur-free photos while handheld or in challenging light. Combined with the COOLPIX P7700's powerful CMOS sensor, this bright, large-aperture NIKKOR lens provides reduced noise, beautiful background blurring, fast performance and high image quality whether shooting stills or Full HD video.

### **Uncompromising Creative Control**

Every photo and HD video is truly in the hands of the photographer, as the P7700 offers unprecedented creative control for its class, from easy automatic options to full manual controls. For even more control in users' images, the COOLPIX P7700 supports RAW shooting, providing the ability to capture and edit uncompressed images without losing image quality. Customizing every shot has never been easier as Nikon's flagship COOLPIX camera features full manual control (PSAM) and 19 unique and versatile Scene Modes and Scene Auto Selector, ready for any shooting scenario. In-camera special effects and filter effects such as Nostalgic Sepia, Vivid and Painting help satisfy amateurs and enthusiasts alike. With the P7700, features like a noise reduction filter, tone level information, COOLPIX Picture Control and versatile bracketing functions open the door for even more creative control and freedom when capturing still images. To capture the most amount of available light, users can also activate consecutive shot combining technology, or use the HDR effect for a wide dynamic range image.

### **Full HD Video Unleashed**

Creativity continues beyond still images with stunning Full HD 1080p video capability combined with unprecedented movie customization options for its class. Capture HD video using Auto, Manual, Aperture-priority or Custom Movie Mode and enjoy several creative options also available for still shooting, including COOLPIX Picture Control and noise reduction while flexibly adjusting ISO sensitivity, shutter speed and white balance.

Taking HD video to the next level, the COOLPIX P7700 is capable of intelligent autofocus while recording in any mode as well as optical zoom when shooting in Auto mode. For pristine stereo sound, the P7700 incorporates a built-in stereo microphone, an external microphone input, a HDMI mini connector and HDMI-CEC support.

### **Intuitive Operability**

The P7700's 3-inch vari-angle LCD monitor, with a wide-viewing-angle and 921,000-dot resolution, offers comfortable shooting from any angle, giving the freedom and flexibility needed to capture every spontaneous moment. Whether shooting videos overhead at a concert or inverting the screen to capture a creative self-portrait, the vari-angle LCD of the P7700 provides users the ability to rotate the screen to adapt to any shooting scenario. The LCD screen can also be flipped closed for protection when not in use.

Furthermore, the COOLPIX P7700's intuitive ergonomics and control system allows the user to easily access menus and manual controls, ensuring fluid operation. This lightweight point-and-shoot features quick menu, mode, exposure compensation and sub-command dials, all arranged to achieve natural and smooth shooting adjustments on the go. Additionally, the COOLPIX P7700 has a camera body composed of durable yet lightweight magnesium alloy.

### **Optional Accessories Expand Creative Control**

The COOLPIX P7700 offers compatibility with several optional Nikon accessories for enthusiasts who demand versatility and first-class performance. Nikon's Creative Lighting System (CLS) supports advanced wireless lighting and creative flash shooting by controlling flash output independently for a master unit and a remote unit group. The P7700's hot shoe allows for compatibility with Nikon Speedlights (SB-910 and SB-700) as well as the GP-1 GPS unit and ME-1 external stereo microphone.

### **Price and Availability**

The COOLPIX P7700 will be available in September 2012 for a suggested retail price (SRP) of \$499.95\*. For more information about this COOLPIX camera and other Nikon products, 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 new Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 70 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.*

**Nikon COOLPIX P7700 Specifications:**

Number of effective pixels	12.2 million
Image sensor	1/1.7-in. type CMOS; approx. 12.76 million total pixels
Lens	7.1 x optical zoom, NIKKOR lens Focal length 6.0-42.8 mm (angle of view equivalent to that of 28-200 mm lens in 35mm format)
Focus range (from lens)	<ul style="list-style-type: none"> <li>• [W]: Approx. 1 ft 8 in. (50 cm) - ∞</li> <li>• [T]: Approx. 2 ft 8 in. (80 cm) - ∞</li> <li>• Macro close-up mode: Approx. 0.8 in. (2 cm) (at a wide-angle zoom position) - ∞</li> </ul> (All distances measured from center of front surface of lens)
Monitor	3-in. (7.5 cm) approx. 921k-dot, wide viewing angle TFT LCD with anti-reflection coating and 5-level brightness adjustment, Vari-angle TFT LCD
Storage media	Internal memory (approx. 86 MB) SD/SDHC/SDXC memory card
ISO sensitivity	<ul style="list-style-type: none"> <li>• ISO 80 - 1600</li> <li>• ISO 3200, Hi 1 (equivalent to 6400) (available when using P, S, A or M mode)</li> </ul>
Interface	Hi-Speed USB
Power sources	<ul style="list-style-type: none"> <li>• One Rechargeable Li-ion Battery EN-EL14 (included)</li> <li>• AC Adapter EH-5b (used in combination with the Power Connector EP-5A) (available separately)</li> </ul>
Battery Life (EN-EL14)	Still pictures <sup>1</sup> : Approx. 330 shots Movies (actual battery life for recording) <sup>2</sup> : Approx. 1 hour 10 min. (HD 1080p)
Dimensions (WxHxD)	Approx. 4.7 x 2.9 x 2.0 in. (118.5 x 72.5 x 50.4 mm)
Weight	Approx. 13.9 oz (392 g) (including battery and SD memory card)
Supplied accessories	Strap, Lens cap, EN-EL 14 Rechargeable battery, MH-24 Battery Charger, USB Cable, AV Cable

\* Unless otherwise stated, all figures assume a fully-charged battery and an ambient temperature of 73.4 °±5.4 °F (23 ° ± 3 °C) as specified by the Camera and Imaging Products Association (CIPA).

<sup>1</sup> Figures based on the Camera and Imaging Products Association (CIPA) standards for measuring the endurance of camera batteries. Performance for still pictures measured under the following test conditions: Normal selected for Image quality, 12MP 4000 x 3000 selected for Image size, zoom adjusted with each shot, and flash fired with every other shot.

<sup>2</sup> Movie recording time assumes that HD 1080p (1920 x 1080) is selected for Movie options. The values may vary depending on operating conditions such as the interval between shots and the length of time menus and images are displayed. Individual movie files cannot exceed 4 GB in size or 29 minutes in length. Recording may end before this limit is reached if camera temperature becomes elevated.