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## **NIKON'S NEW ULTRA-MINI CAMERA IS SMALL ON SIZE AND HUGE ON STYLE TO GIVE GORGEOUS IMAGES WHILE ON-THE-GO**

*The New COOLPIX S01 Complements the Modern Users Smart, Stylish and Trendy Personality*

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**MELVILLE, N.Y. (August 22, 2012)** – Today, Nikon Inc. announced the new COOLPIX S01, an ultra-compact camera that combines Nikon imaging technology, style and affordability into an ultra-mini camera body that's easy to use. Its compact size makes the camera small enough to fit into a user's pocket, so they can take it with them anywhere, whether spending a day on-the-go or a night out on the town.

The new COOLPIX S01's attractive, beautiful styling screams to be seen and encourages users to carry it everywhere because of its small size. The S01 features a simple home screen and user interface with shortcut menus for quick operation to make it easy to capture incredible images and flattering portraits.

"The new COOLPIX S01 combines a stylish design and legendary Nikon image quality into a compact camera body for those users who love to easily capture stunning images," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. "Incredibly compact, the stylish COOLPIX S01 allows owners to always have a Nikon camera on hand while capturing their memorable moments."

The COOLPIX S01 packs great image quality into an ultra-compact and stylish camera body, allowing users to be ready for fun and spontaneous shooting. Weighing approximately 3.4 ounces with an extremely small form factor (3.1 x 2.1 x 0.7 in.), the S01 is a versatile point-and-shoot that easily slips right into any user's pocket. Stainless construction and processing prevents the glossy exterior from being scratched, while individual colors, such as Red, White, Silver and Pink, accent the fun and social personality of the user.

The COOLPIX S01 also features an easy-to-use touch-screen operation system. The new graphic user interface (GUI) offers an easy-to-tap four-segment home screen that streamlines operation. Even for first-time point-and-shoot users, various functions can be comfortably accessed through touch operation. By tapping a subject, the shutter is automatically released when focus and exposure are fixed while various image effects set prior to shooting can be applied to pictures. Additionally, simple in-camera retouching of photos can help the user relive their perfect memory.

Easy Auto Mode helps users to reliably capture beautiful pictures with the COOLPIX S01. By simply framing the subject, the optimal scene mode and exposure are automatically selected according to the unique shooting situation. The user can rely on the camera's auto operation even for night portraits or backlit subjects to enable smooth shooting in any scenario. Six applicable scene modes such as portrait, landscape, night portrait, night landscape, close-up and backlighting help the user flatter subjects in nearly any light.

Despite its tiny size, the camera benefits from quality NIKKOR optics, sporting a 3X wide-angle zoom NIKKOR lens (29 to 87mm, 35mm equivalent). A high-speed and accurate EXPEED C2 image-processing allows for fast use, but also yields vibrant colors and even skin tones in images. Additionally, a built-in Xenon flash ensures balanced exposures in low light conditions.

### **Price and Availability**

The COOLPIX S01 will be available in September 2012 for a suggested retail price (SRP) of \$179.95\* in a variety of colors including Red, White, Silver and Pink. 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 S01 Specifications

Number of effective pixels	10.1 million
Image sensor	CCD
Lens	4.1-12.3 mm (angle of view equivalent to 29-87mm lens in 35mm format)
Focus range (from lens)	Approx. 1 ft 8in. (50cm)-∞ (W) Approx. 2in (5cm)-∞ (W) (T) Approx. 1ft 8in (50cm)-∞ (in macro-close-up mode)
Monitor	2.5-in approx. 230k-dot touch screen TFT LCD
Storage media (built-in memory only)	Internal Memory approx. 7.3 gb
ISO sensitivity	Auto 80-1600
Interface	High speed USB (data transfer protocols: MTP, PTP)
Power sources	Built-in rechargeable Lithium –ion battery
Battery Life (Built-in Battery)	Still pictures <sup>1</sup> : Approx. 190 shots Movies (actual battery life for recording) <sup>2</sup> : Approx. 1 hour 10 min. (HD 1080p)
Dimensions (WxHxD)	3.1 x 2.1 x 0.7 (77 x 51.2 x 17.2 mm) excluding projections
Weight	3.4 oz (96g)
Supplied accessories	Strap, USB cable, Charger

*\*Unless otherwise stated, all figures are based on the an ambient temperatures of 23 +3°C (73.4 +5.4°F), as specified by the Camera and Imaging Product Association (CIPA)*

<sup>1</sup> *Based on Camera and Imaging Products Association (CIPA) standards for measuring battery life.*

<sup>2</sup> *The maximum recording time for a single movie is 29 minutes. If the camera becomes hot, movie recording may stop before this limit is reached.*