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SUPERIOR CLARITY AND NIMBLE PRECISION: THE DX-FORMAT NIKON D7100 EMBRACES THE ADVANCED ENTHUSIAST WITH INTUITIVE ENGINEERING

Nikon's DX-format Flagship Provides Agility, Amazing Image Quality and Wireless Connectivity

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Melville, NY (February 20, 2013) – Nikon Inc. today announced the D7100, the HD-SLR that ushers in a new era of DX-format image quality and functionality for the experienced shooter and photo enthusiast. The lightweight Nikon D7100 has an impressive array of intuitive features and controls bolstered by rapid performance and a robust feature set that includes a new 24.1-megapixel CMOS sensor, Nikon's 51-point AF system and wireless connectivity.

"Solidifying Nikon's ongoing commitment to the DX-format D-SLR customer, the innovative D7100 provides new ways for photographers to capture their creative vision with incredible detail and precision, whether through still images or HD videos," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. "The D7100 blends the best creative features with advanced-level functionality to give the enthusiast exactly what they want– and that's a great shooting experience before, during and after capture, from shooting to sharing."

Engineered for Exceptional Image Quality

At the core of the Nikon D7100 is a new 24.1-megapixel DX-format CMOS sensor, designed to render the truest, most detail-rich images possible and brilliant HD video. The innovative sensor design delivers the ultimate in image quality by defying convention; because of the high resolution and advanced technologies, the optical low pass filter (OLPF) is no longer used. Using NIKKOR lenses, the resulting images explode with more clarity and detail to take full advantage of the 24.1-megapixel resolution achieved with D7100's DX-format CMOS sensor.

Driven by Nikon's exclusive EXPEED 3 image processing engine, the D7100 realizes a focus on image quality that extends beyond staggering sharpness to outstanding images with a wide dynamic range in a variety of lighting conditions. A wide ISO range of 100-6400 (expandable to Hi-2 of 25,600) allows for more versatile shooting to capture challenging conditions such as nature at twilight or even sports under less-than-ideal lighting. Even at higher ISOs, noise is minimized for both still images as well as when recording HD video.

Performance and Features Geared for the Advanced User

The Nikon D7100 is designed for the experienced shooter ready to take their photography to the next level, who demands a camera that conveys reliability and performance, and who is eager to embrace the next photographic challenge. These features include:

- ***New 51-Point AF System*** - The D7100 features Nikon's professionally proven and lightning-fast 51-point AF system, with a new Multi-CAM 3500DX AF module. Additionally, the AF system and exposure are augmented with Nikon's 3D Color Matrix Metering II 2,016-pixel RGB sensor and Scene Recognition System, which recognizes the scene prior to shooting in order to adjust AF, AE, AWB and other parameters. The results of this system are accurate and even exposures, sharp details and vivid color, frame after frame. For additional precision, 15 of the 51 AF points are cross-type, and the center point is functional at f/8, giving DX photographers an additional telephoto advantage when using a teleconverter.
- ***Rapid Response and Operation*** **-** To help ensure the decisive shot is not missed, the D7100 can shoot at up to six frames-per-second (fps) at full resolution and up to seven fps when using the new 1.3x crop mode at slightly reduced resolution. Overall operation and image processing is swift, while startup and shutter lag is nearly imperceptible with a release time lag of 0.052 second (CIPA). Image data is also written to dual SD card slots, which accept the latest high-speed UHS-1 and SDXC cards.
- ***1.3x Crop Mode*** **-** Sports photographers take note: Building upon the telephoto benefits of the DX-format, the D7100 has the unique ability to shoot in a 1.3x DX crop mode for both stills and HD video. While in this innovative mode, shooters will gain an extra telephoto boost (2X), and a boost in burst speed to seven fps, with 15.4-megapixel resolution. Additionally, while in this mode, the 51-point AF array covers more of the frame, allowing improved subject acquisition and tracking performance through the viewfinder.
- ***New High Resolution LCD*** **-** The new, wide and bright LCD screen is 3.2-inches and features a super high resolution of 1,229K dots. Now photographers can easily compose and check critical focus for HD video.
- ***New Viewfinder*** - Nikon has implemented a bright and high-contrast new OLED data display within the optical viewfinder that makes it easier to read and see shooting data. When composing through the viewfinder, users see 100% frame coverage, essential for proper framing.
- ***Spot White Balance*** **-** A new feature for Nikon cameras, Spot White Balance allows for quick and precise white balance adjustment while shooting in live view. By selecting a desired point on the screen, users can set a custom white balance from a distance, even while using a super-telephoto lens. This is helpful for shooting video or when shooting under unfamiliar lighting when no gray card is available.
- ***Durable Construction*** **-** Built to perform in a wide variety of conditions, the D7100 is built to the same moisture and dust resistance specifications of the venerable Nikon D300S. For durability, the top and rear covers are constructed of magnesium alloy, while internally, the shutter has been tested to withstand 150,000 cycles. Despite its robust construction, the camera remains lightweight, weighing in at approximately 1.5 pounds (body).
- ***Enhanced Interface*** **-** To make it easier for users to quickly access frequently used functions, the *"i"* button has been added to the enthusiast-oriented control layout on the camera.

Sharing and Remote Shooting Simplified

Photographers know that moment when the shutter clicks and they have created something stunning which deserves to be shared. No matter where that moment occurs, whether in an urban landscape or isolated forest, they can now share their images wirelessly by an attached WU-1a Wireless Mobile Adapter.[1] With this optional adapter the user has the ability to share images to a supported smartphone or tablet, shoot remotely from their device, and transfer photos from up to 49 feet away. The Nikon Wireless Mobile Utility application is available free of charge on Google Play™ for Android™ devices or from the App Store™. When using the application, photographers can wirelessly transfer images from the camera to a mobile device and even remotely control the camera.

Capture Exceptional HD Video

For those looking to create multimedia content, the Nikon D7100 has a wide variety of innovative features for capturing HD video at various frame rates. With a press of the dedicated video record button, video can be recorded at 1080/30p, or at 60i/50i (in 1.3x Crop Mode) for optimal playback on many HDTV's when connected via HDMI. The D7100 also provides the ability to record stereo sound through the internal microphone, or attach an optional external microphone such as Nikon's ME-1, through the dedicated microphone terminal. To reference audio, the camera also features a headphone terminal. Users can also get creative using Nikon's

Creative Effects in real time. This feature lets users take advantage of modes like Selective Color or Color Sketch to create truly customized movies.

Full Control, Creatively
In addition to full manual controls, the Nikon D7100 features a variety of intelligent modes to create effects and special features so that users can unleash their creativity. Nikon's Picture Controls can be applied to photo and video to change the color, tone and saturation of an image for creative control. When capturing still images, the same Creative Effects modes and filters available in video are also at the disposal of the user. By combining consecutive frames, the D7100 also has a high dynamic range (HDR) function to let users capture photos with a vast tonal range.

NIKKOR, Speedlight and System Compatibility
For 80 years, the NIKKOR legacy has been providing world renowned optics for photographers. The D7100 is compatible with Nikon's dedicated DX-format lenses and more than 50 FX-format lenses. NIKKOR lenses offer the ultimate in sharpness and clarity in photos and HD video. For added versatility, the camera features a built-in flash, or can act as a commander in Nikon's popular Creative Lighting System (CLS).

WR-1 Transceiver
In addition to the D7100, Nikon also announced the WR-1 Transceiver for Nikon D-SLR cameras. This device uses the 2.4 GHz radio frequency for maximum range when communicating with the camera, extending the range and functionality[2] for remote shooting applications. The communication range between WR-1 units is approximately 394 feet[3], and 15 channels are available. Users also have the ability to remotely control a camera (with a WR-1 used as a receiver) attached by operation of another WR-1 (used as a transmitter), and also perform simultaneous or synchronized release of shutters on several cameras using the WR-1[4]. Furthermore, there are a wide variety of options for remote shooting, which include dividing remote cameras into groups and controlling each group separately and interval timer photography. Remote shooting by combining the WR-1 with WR-R10/WRT10 wireless remotes is also possible[5].

Price and Availability
The Nikon D7100 will be available starting in March 2013 for the suggested retail price (SRP) of $1599.95* with the AF-S DX NIKKOR 18-105mm f/3.5-5.6 VR lens or $1199.95 for the body only configuration. Additionally, the new MB-D15 battery grip and the WR-1 transceiver will also be available in March 2013, and pricing for these products is not yet announced. The WU-1a Wireless Mobile Adapter is currently available and has a suggested retail price (SRP) of $59.95.

For more information on the new Nikon D7100 and 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 75 million NIKKOR lenses in 2012, 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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[1]*WI-FI SPECIFICATIONS AND COMPATIBILITY*

This camera's Wi-Fi® capability using the WU-1a Wireless Mobile Adapter can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The Wireless Mobile Utility application must be installed on the device before it can be used with this camera. For compatibility and to download the application, please visit:

For iPhone®/iPad®/iPod Touch® <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010>
For Android™ Google Play™ <https://play.google.com/store/apps/details?id=com.nikon.wu.wmau>

[2] *Functions limited.*
[3] *Approximate range at height of about 1.2 m/4 ft; varies with weather conditions and presence or absence of obstacles.*
[4] *Only a camera with a ten-pin remote terminal can be employed as a master camera.*
[5] *This requires pairing of the WR-1, WR-R10 and WR-T10 units in use. Maximum number of controllers that can be paired: 20 (WR-1) or 64 (WR-R10)*

**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.

Camera	D7100 Digital SLR
Effective Pixels	24.1 million
Sensor Size	23.5 × 15.6 mm
Image Sensor Format	DX
Image Sensor Type	CMOS
Total Pixels	24.71 million
Dust-reduction system	Image sensor cleaning
Image Area (pixels)	DX image area L: 6,000 x 4,000 / M: 4,494 x 3,000 / S: 2,992 x 2,000 1.3X crop image area L: 4800 x 3200 (13.5 MP) / M: 3600 x 2400 (8.6 MP) / S: 2400 x 1600 (3.8 MP) Photographs in movie live view (16:9) L: 6000 x 3368 (20.2 MP) / M: 4,496 x 2,528 (11.4 MP) / S: 2,992 x 1,680 (5.0 MP) Photographs taken in movie live view using the 1.3X crop (16:9) L: 4800 x 2696 (12.9 MP) / M: 3600 x 2024 (7.3 MP) / S: 2400 x 1344 (3.2 MP)
File Format Still Images	JPEG: JPEG-Baseline Compliant with fine (approx 1:4), Normal (approx 1:8) or Basic (approx 1:16) compression NEF (RAW): Lossless compressed, compressed 12 or 14 bit NEF (RAW) + JPEG: Single photograph recorded in both NEF (RAW) and JPEG formats
Storage Media	2 Secure Digital (SD) slots - SD, SDHC, SDXC compatible
File System	DCF (Design Rule for Camera File System) 2.0 DPOF (Digital Print Order Format) EXIF 2.3 (Exchangeable Image File Format for Digital Still Cameras), PictBridge
Viewfinder	Eye-level pentaprism single-lens reflex viewfinder
Viewfinder Frame Coverage	Approx. 100% horizontal and 100% vertical
Viewfinder Magnification	Approx. 0.94x
Viewfinder Eyepoint	19.5 mm (-1.0m-1)
Diopter Adjustment	-2.0 to +1.0m^{-1}
Compatible Lenses	AF NIKKOR/AF-S NIKKOR, including type G and D lenses (some restrictions apply to PC Micro-NIKKOR lenses) and DX AF NIKKOR/AF-S NIKKOR lenses. AI-P NIKKOR lenses, and non-CPU AI lenses (exposure modes A and M only). IX NIKKOR lenses, lenses for the F3AF, and non-AI lenses cannot be used. Electronic rangefinder can be used with lenses that have a maximum aperture of f/5.6 or faster (the electronic rangefinder supports the center 1 focus point with lenses that have a maximum aperture of f/8 or faster).
Shutter Speed	1/8000 to 30 sec. in steps of 1/3 or 1/2 EV , Bulb
Flash Sync Speed	1/250 sec. Synchronizes with shutter at 1/320s or slower
Shutter Release Modes	Single-frame [S] mode , Continuous low-speed [CL] mode; 1-6 frames per second, Continuous high-speed [CH] mode; 6 frames per second, Quiet Shutter Release, Self-timer mode, Mirror-up [Mup] mode, Interval timer photography supported
Continuous Shooting Options	DX Format; CH: Up to 6 frames per second , CL: Up to 1-6 frames per second 1.3X crop mode; CH: Up to 7 frames per second , CL: Up to 1-6 frames per second
Exposure Metering System	TTL exposure metering using 2,016-pixel RGB sensor
Metering Method	Matrix: 3D Color Matrix Metering II (type G and D lenses); Color Matrix Metering II (other CPU lenses) Center-weighted: Weight of 75% given to 8mm circle in center of frame Spot: Meters 3.5mm circle (about 2.5% of frame) centered on selected focus point
Metering Range	0 to 20 EV (3D Color Matrix or center-weighted metering) 2 to 20 EV (spot metering) (ISO 100, f/1.4, 20°C/68°F)

Exposure Compensation	±5 EV in increments of 1/3 or 1/2 EV
Exposure Bracketing	2 to 5 frames in steps of 1/3, 1/2, 2/3, 1, 2, or 3 EV
Exposure Modes	Aperture-Priority (A) , Manual (M), Programmed auto with flexible program (P), Shutter-Priority (S)
ISO Sensitivity	ISO 100 – 6400, Lo-1 (ISO 50), Hi-1 (ISO 12,800), Hi-2 (ISO 25,600)
Dynamic AF Mode	Number of AF points: 9-, 21-, or 51-point dynamic-area AF (3D-tracking)
Autofocus System	Nikon Multi-CAM 3500DX autofocus sensor module with TTL phase detection
AF Detection Range	–2 – +19 EV (ISO 100, 20 °C/68 °F)
Lens Servo	Autofocus (AF): Single-servo AF (AF-S); Continuous-servo AF (AF-C); Auto AF-S/AF-C selection (AF-A); predictive focus tracking activated automatically according to subject status Manual focus (MF): Electronic rangefinder can be used
AF-area mode	Single-point AF, or 9, 21 or 51 point Dynamic-area AF 3D-tracking (51 points), Auto-area AF
Focus Modes	Auto AF-S/AF-C selection (AF-A) , Continuous-servo (AF-C), Face-Priority AF available in Live View only and D-Movie only, Full-time Servo (AF-A) available in Live View only and D-Movie only, Manual focus (M) with electronic rangefinder, Normal area AF, Single-servo AF (AF-S), Wide area AF
Maximum Autofocus Areas/Points	51
Autofocus Fine Tune	Yes
Built-in Flash	Yes
Flash Bracketing	2 to 3 frames in steps of 1/3, 1/2, 2/3, 1 or 2 EV
Built-in Flash Distance	Approx. 12/39, 12/39 with manual flash (m/ft, ISO 100, 20 °C/68 °F)
X-Sync Speed	X=1/250
Top FP High Speed Sync	Up to 1/8000
Flash Control	TTL: i-TTL flash control using 2,016-pixel RGB sensor is available with built-in flash and SB-910, SB-900, SB-800, SB-700, SB-600, or SB-400; i-TTL balanced fill-flash for digital SLR is used with matrix and center-weighted metering, standard i-TTL flash for digital SLR with spot metering
Live View Lens servo	Autofocus (AF): Single-servo AF (AF-S); full-time-servo AF (AF-F); Manual focus (MF)
Live View AF-area mode	Face-priority AF , Wide-area AF, Normal-area AF, Subject-tracking AF
Live View Autofocus	Contrast-detect AF anywhere in frame (camera selects focus point automatically when face-priority AF or subject-tracking AF is selected)
Scene Modes	Autumn Colors, Beach / Snow, Blossom, Candlelight, Child, Close-up, Dusk / Dawn, Food, Landscape, Night, Landscape, Night Portrait, Party / Indoor, Pet Portrait, Portrait, Sports, Sunset
Movie Metering	TTL exposure metering using main image sensor
Movie Max recording time	20 minutes at highest quality , 29 minutes 59 seconds at normal quality
Movie File Format	MOV
Movie Video Compression	H.264/MPEG-4 Advanced Video Coding
Movie Audio recording format	Linear PCM
Movie	HD 1,920x1,080 / 60i / 50i / 30 fps / 25 fps / 24 fps HD 1,280x720 / 60 fps, / 50 fps VGA 640x424 / 30 fps / 25 fps
Movie Audio	Built-in stereo microphone , External stereo microphone (optional) Microphone sensitivity can be adjusted
Monitor	1,228,800 dot 3.2” Wide Viewing Angle TFT-LCD
Interface	Hi-speed USB, Accessory Terminal: Remote Cord: MC-DC2 (available separately); GPS unit: GP-1 (available separately), HDMI Output: Type C mini-pin HDMI connector, Stereo Microphone Input, WR-1 and WR-R10 Wireless Remote Controller (available separately)

Battery	EN-EL15 Lithium-ion Battery
Battery Life (shots per charge)	One EN-EL15 battery (camera): Approximately 950 shots One EN-EL15 battery (MB-D15): Approximately 950 shots
Approx. Dimensions (W × H × D)	5.3 × 4.2 × 3.0 in. 135.5mm x 106.5mm x 76mm
Approx. Weight	Approx. 675 g (1 lb 7.8 oz.) (camera body only)
Operating Environment	0–40 °C (+32–104 °F)
Supplied Software	ViewNX 2 CD-ROM