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NIKON'S LATEST COOLPIX CAMERAS DELIVER INCREDIBLE PERFORMANCE AND POWERFUL ZOOM LENSES TO TAKE CREATIVITY AND SHARING TO NEW HEIGHTS AND DISTANCES

From Selfie Friendly to Incredible Zoom, the New COOLPIX P610, L840, S9900, S7000 and S6900 Help to Unleash Creativity, Even from a Distance

MELVILLE, NY (February 9, 2015) – Today, Nikon Inc. announced the addition of new zoom COOLPIX cameras to its compact camera lineup. To capture incredible photos and Full HD videos, these COOLPIX offerings incorporate the latest Nikon imaging technology with trusted NIKKOR optics with super-long zoom lenses and superior performance. With super zoom capabilities of 60x and 38x respectively, the new COOLPIX P610 and COOLPIX L840 provide users with the opportunity to enhance and explore their creativity even from afar.

For those looking for even smaller and more stylish compact zoom cameras that can fit comfortably in most pockets, the new COOLPIX S9900 and S7000 sport an array of powerful features incorporated into slim and compact bodies, including impressive 16-megapixel CMOS sensors and Full HD video capabilities. The COOLPIX S6900 is also the first COOLPIX offering an intuitively designed Vari-angle LCD and kickstand, perfect for self-portraits. The P610, L840, S9900, S7000 and S6900 offer the experience of Nikon Snapbridge, whereby users seamlessly shoot and share stunning photos from the camera to a compatible smartphone or tablet via built in Wi-Fi^{®1} and Near Field Communication (NFC²) technology.

“For the photographer looking for a powerful compact zoom camera, Nikon’s newest COOLPIX cameras provide a variety of options designed to fit the creativity and needs of users,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “The new COOLPIX P610, L840, S9900, S7000 and S6900 offer a wide range of zoom capabilities combined with trusted Nikon imaging technologies that deliver stunning results and incredible performance, whether near or far.”

Getting Closer to Every Detail: The COOLPIX P610 and COOLPIX L840

COOLPIX P610: Incorporating Nikon’s legendary NIKKOR optics, the COOLPIX P610 boasts a remarkable 60x optical zoom NIKKOR ED glass lens and 120x Dynamic Fine Zoom* capable of reaching awe-inspiring distances. Ready to shoot amazing wide-angle shots or sports from afar, this powerful super-zoom camera combines a 16-megapixel CMOS sensor and a high performance Autofocus (AF) system to help

capture detailed images and sharp Full HD video. The camera features both a built-in electronic viewfinder and a 3-inch Vari-angle LCD, both boasting 921k dot resolution display to help users easily compose the perfect image from any angle. Users can shoot above a crowd at a concert or get low to capture breathtaking video from a different perspective. For those looking to inspire and enhance their creativity even further, the P610 sports user-friendly and fun features like filter effects, special effects, picture controls and a macro mode. Additionally, users can shoot Full HD video with stereo audio recording or create a stunning time-lapse video using the camera's new Time Lapse feature. The new COOLPIX P610 is the ideal long zoom option for photographing sports from afar in stunning clarity, thanks to 7 frames per second shooting (full resolution) and 5-stop** Dual Detect Optical VR image stabilization which helps minimize the effects of camera shake.

The COOLPIX P610 also features built-in GPS and Points of Interest (POI), allowing users to geo-tag shots and view where they were taken on a map, making this the ideal companion for the next weekend getaway or family retreat. This super-zoom camera also allows users to quickly and easily send photos to a compatible smartphone or tablet using the P610's built-in Wi-Fi¹ and NFC² connectivity.

COOLPIX L840: The new COOLPIX L840 demonstrates the capabilities of NIKKOR optics with an amazing 38x optical zoom NIKKOR ED glass lens with the ability to reach 76x with Dynamic Fine Zoom*, allowing users to get even closer to their subject. The camera features built-in Wi-Fi¹ with NFC² connectivity for easy sharing, while being conveniently powered by AA batteries. Thanks to lens-shift VR Technology which helps minimize blur caused by camera shake, users have the ability to capture subjects at lengthy distances in sharp detail, while a high-resolution tilting 3-inch 921K-dot LCD display allows users to frame their subjects with ease. Additionally, the COOLPIX L840 features an intuitive menu system and a dedicated video record button, making capturing pictures and Full HD video effortless.

Zooming in on Super Compact Style and Sleekness: The COOLPIX S9900, COOLPIX S7000 and COOLPIX S6900

COOLPIX S9900: Packing the power of NIKKOR Optics into a super sleek body, the new 16-megapixel COOLPIX S9900 is the ideal long zoom camera for the light-packing jetsetter. Sporting a 30x optical zoom lens (up to 60x Dynamic Fine Zoom*) lens shift VR for stills and Hybrid VR Technology for videos to effectively help minimize blurred images, this feature-packed COOLPIX offering delivers images of superb quality and precise detail. The S9900 incorporates built-in GPS and POI technology that records the longitude and latitude of where any image was captured, while built-in Wi-Fi¹ and NFC² Connectivity makes sharing images a breeze. Additionally, the COOLPIX S9900's 3-inch Vari-angle, high-resolution 921k LCD display assists users in taking great shots from start to finish by allowing them to effortlessly adjust their point of view, as well as admire their final masterpiece. For those looking to hone in on their creative skills, this powerful zoom companion also sports automatic and manual exposure mode controls as well as new Time-Lapse video recording for those ready to put their personal touch on every image.

COOLPIX S7000: This ultra-stylish compact features the world's lightest*** design and is built to impress by combining incredible image quality and performance into an impressively pocketable package. Featuring a 16-megapixel CMOS Sensor, Full HD Video recording with stereo sound, and a 20x optical zoom NIKKOR ED glass lens with 40x Dynamic Fine Zoom*, the COOLPIX S7000's arsenal of features makes a great ultra-slim zoom option for users in need of a capable, yet compact COOLPIX offering. Sharing images can be done at the push of a button with the S7000's built-in Wi-Fi¹ and NFC² connectivity. Equipped with a Target-finding AF system, users are able to pin-point their intended subject and accurately capture even fast moving scenes, like a tumbling gymnast or a runner crossing the finish

line. The S7000 also allows for easy framing of any subject, using the camera's 3-inch 460K-dot LCD display. Additionally, lens-shift VR technology helps minimize blur while the camera's 18 scene modes provide the optimal settings for a variety of common shooting scenarios. Creative videos are a simple touch away while the camera also features a new Time-Lapse video function.

COOLPIX S6900: Featuring a 3-inch Vari-angle touch screen, built-in kickstand and front shutter release button, the COOLPIX S6900 is designed to capture fun and flattering self-portraits with ease. Equipped with a 16-megapixel CMOS Sensor, 12x Optical Zoom NIKKOR ED glass lens and 24x Dynamic Fine Zoom, users can take close-up "selfies," group shots and portraits with extreme detail and accuracy. The camera also includes built-in Wi-Fi^{®1} with NFC² connectivity for easy sharing with friends. Incorporating lens-shift VR technology, camera shake is minimized to ensure sharp images and HD video. Combine the S6900's target-finding AF and 20 scene modes, users can instantly focus on capturing stunning photos and videos, rather than modifying their settings when the shooting situation changes.

Nikon Snapbridge

Nikon Snapbridge describes the experience of quickly and easily sending photos wirelessly from your Wi-Fi^{®1} enabled Nikon DSLR, Nikon 1 or COOLPIX camera to a compatible smartphone or tablet. Share your great photos on the go, even in remote locations or even use a smartphone or tablet to control your camera. See what the camera sees and take pictures—great for selfies and group photos that actually include you!

Price and Availability

The COOLPIX P610 will be available in Black and Red for a suggested retail price (SRP) of \$499.95****, while the COOLPIX L840 will be available in Black and Red for a SRP of \$299.95****. Additionally, the COOLPIX S9900 will be available in Black and Silver for a SRP of \$349.95, while the COOLPIX S7000 will be available in Black for a SRP of \$279.95****. Lastly, the COOLPIX S6900 will be available in Black and Pink for a SRP of \$229.95****. All products will be available in March 2015.

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, Waterproof Shockproof, Slim Zoom, Bridge 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 a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. 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 compact interchangeable lens camera system. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 90 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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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

***Based on CIPA Standard; measured at approx. 350 mm (35mm format equivalent)*

****Among compact digital cameras equipped with a 20× optical zoom lens available as of February 10, 2015. Statement based on Nikon research. Battery and memory card included.*

*****SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

¹Nikon Cameras having built-in Wi-Fi capability or connected to a WU-1a or WU-1b 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.

²Nikon Cameras having built-in NFC capability can only be used with a compatible smart device running on the Android™ operating system version 4.0 or higher.

The Nikon Wireless Mobile Utility application must be installed on the device before it can be used with cameras having built-in Wi-Fi and/or NFC capability or connected to a WU-1a or WU-1b Wireless Mobile Adapter. Compatibility information can be found, and the application can be downloaded, 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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