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Press Contacts: MWW Group

Matt Kopacz E: mkopacz@mww.com

Alex Kruse E: akruse@mww.com

P: 201.507.9500

press.nikonusa.com

**THE NEW FAMILY-FRIENDLY NIKON COOLPIX S31 AND THE ACTION-ORIENTED COOLPIX AW110 ARE
READY TO TAKE ON LIFE'S ADVENTURES**

MELVILLE, N.Y. (January 28, 2013) – Today, Nikon Inc. introduced both the COOLPIX AW110 and COOLPIX S31, two innovative yet durable compact cameras for those who want to preserve every fun and action-packed moment as well as share them with friends and family. Waterproof, shockproof and freezeproof¹, the rugged AW110 is built to handle the elements, whether hiking up a mountain, hitting the slopes or riding the surf. Nikon's newest tough camera also offers built-in Wi-Fi[®] connectivity² for sharing, Full HD 1080p video capabilities and a slew of advanced features that adventurers covet, including GPS and underwater shooting modes. The COOLPIX S31³ provides the reliability that allows every member of the family to preserve their own special memories. Complete with fun shooting modes and a simple yet intuitive user interface, the resilient S31 is a family camera that can be confidently carried to the pool or around the jungle gym.

"The COOLPIX AW110 and COOLPIX S31 are exciting new additions to the COOLPIX camera lineup; both are uniquely designed to complement the needs of different consumers. The COOLPIX AW110 is designed to cater to outdoor enthusiasts who need a camera that can keep up with their active lifestyle, while the COOLPIX S31's easy-to-use interface is great for family members young and old who seek to capture lasting memories," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. "Whether conquering your desire for exploration while snorkeling or simply capturing a family day at the park, Nikon's newest cameras offer the performance, features and image quality users have come to expect from the COOLPIX line."

The Nikon COOLPIX AW110: Durable Performance for the Outdoor Adventurer

The COOLPIX AW110 is the ultimate point-and-shoot camera for the outdoor enthusiast that demands exceptional image quality and sharp, clear HD video from a compact body. Ready for the toughest conditions, this rugged camera sports a fun and innovative feature set designed to capture, preserve and share every moment of a user's active lifestyle. Waterproof (up to 59 feet), shockproof (up to 6.7 feet) and freezeproof (down to 14° F), the AW110 is a versatile and feature-rich companion, above and below sea level. GPS technology is also enabled, allowing a traveler to track his or her adventure from beginning to end, down to the exact longitude and latitude where an image or video is captured. The COOLPIX AW110 also features built-in Wi-Fi[®] connectivity², allowing the image data transfer of any outdoor adventure to compatible smart devices for upload to social networking services or sharing with

friends and family through the Wireless Mobile Adapter Utility² application. Wireless remote camera control is also possible using a compatible smartphone or tablet when using the application.

Beneath its rugged exterior, the AW110 features a 16-megapixel backside illuminated (BSI) CMOS sensor that helps create sharp, beautiful images and HD video even in challenging lighting conditions. The camera also has a NIKKOR 5x optical zoom lens with lens-shift Vibration Reduction (VR) that allows the photographer to get close up to a subject from a distance, as well as the ability to record Full HD (1080p) movies with stereo sound. The COOLPIX AW110 features a 3-inch, OLED display for easy menu access and precise image preview, alongside an intuitive graphic user interface (GUI) that makes it easy to navigate several fun and intelligent shooting modes, including Easy Auto Mode and the Smart Portrait System, while Special Effects can be easily applied to still images and HD video.

The Nikon COOLPIX S31: Every Family Member Can Capture Beautiful Images, Worry Free

Ready for every precious family moment, the 10.1-megapixel COOLPIX S31 allows every family member young and old to capture beautiful photos with ease, whether on vacation or at the pool. Housed in a compact, durable body that is waterproof (up to 16.5 feet), shockproof (up to 3.6 feet) and dustproof¹, this point-and-shoot takes the worry out of photography regardless of the setting or situation. Clear and precise images or HD video are made possible with the help of a 3x optical zoom (29-87mm equivalent) NIKKOR lens, and a dedicated video record button creates an effortless transition from stills to video.

A 2.7-inch LCD display supports an enhanced easy and intuitive graphic user interface (GUI) that allows for simple navigation and several shooting and playback modes designed to make photography simple and fun when using the S31. The camera allows the user to instantly show off his or her favorite family moments using unique playback options including in-camera slide shows and photo albums. Image editing and playback filter effects can also be applied to both stills and video, offering the opportunity to add a personal touch to every family memory. The COOLPIX S31 features functions that make shooting simpler than ever before.

Pricing and Availability:

The COOLPIX AW110 will be available in Orange, Black, Camouflage and Blue in February 2013 for a suggested retail price of \$349.95*. The COOLPIX S31 will be available in White, Blue, Pink, Brown and Yellow, also in February 2013, for a suggested retail price of \$119.95*.

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. In 2012, production of NIKKOR lenses surpassed 75 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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¹www.nikonusa.com/AW110info

²WI-FI SPECIFICATIONS AND COMPATIBILITY

Cameras 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 Wireless Mobile Adapter Utility application must be installed on the device before it can be used with these cameras. Compatibility information can be found, and the application can be downloaded, at:



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³www.nikonusa.com/S31info

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