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**STEP UP TO D-SLR PHOTOGRAPHY WITH THE NEW NIKON D3300 AND CAPTURE
BRILLIANT IMAGES WITH EASE**

Compact and Lightweight, the Nikon D3300 and Redesigned AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II Lens Offer an Easy Way to Capture Share-Worthy Images; The New AF-S NIKKOR 35mm f/1.8G Adds a Versatile FX-Format Prime to the NIKKOR Lens Lineup

MELVILLE, NY (January 6, 2014) - Today, Nikon announced the Nikon D3300 HD-SLR for those ready to take their photography to the next level. Complete with a 24.2-megapixel DX-format CMOS sensor¹ and EXPEED 4 image processor, the D3300 is capable of capturing stunning images and Full HD video with ease. Also featuring an enhanced Guide Mode for those discovering the joy of photography, optional Wi-Fi[®] connectivity, in-camera effects that operate in real-time and kitted with the new compact AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II lens, the Nikon D3300 is ready to help capture and preserve every precious memory. For FX-format photographers, Nikon has also announced an addition to its lineup of f/1.8 prime lenses, the AF-S NIKKOR 35mm f/1.8G. At the popular and versatile 35mm focal length, the new 35mm f/1.8 provides stellar image quality and low-light performance whether shooting landscapes, portraits or travel photos.

“With the new 24.2-megapixel Nikon D3300 and compact 18-55mm f/3.5-5.6G VR II lens, capturing family vacations, dance recitals or the game-winning goal with clarity and brilliant image quality is effortless,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “As the latest addition to the extensive NIKKOR lens line-up, the new AF-S NIKKOR 35mm f/1.8G lens reinforces Nikon’s commitment to providing versatile prime lens options to photographers of all levels.”

Preserve Precious Memories with Incredible Quality

Life is full of memorable moments that are meant to be captured with supreme quality and rich detail. The Nikon D3300 features a high-resolution 24.2-megapixel CMOS sensor to help ensure amazing image quality, even in challenging low-light shooting scenarios. The high resolution affords photographers the ability to capture crisp details or crop images with confidence. For increased image fidelity, the sensor has no optical low pass filter (OLPF), boosting resolution and image sharpness to the maximum, while the addition of a new EXPEED 4 image processor helps render true colors and precise detail in every image. EXPEED 4 also offers improved image quality at high ISOs, enhanced auto white balance performance, faster processing speeds and improved battery efficiency. Whether shooting candid photos of the kids or a weekend getaway at the beach, the Nikon D3300 is ready to deliver beautiful stills and stunning HD video.

The Nikon D3300 is packed with high performance features that make shooting easy and enjoyable, even in difficult shooting situations such as fast action sports and low-light scenes. A wide 100-12,800 (expandable up to 25,600) ISO range helps ensure top-quality photos and video in challenging light while an 11-point Autofocus System is ready to capture fleeting moments while easily keeping pace with even the most active toddler. Nikon's newest HD-SLR is also capable of high-speed continuous shooting at up to 5 frames-per-second (fps), great for the fast-moving action of a soccer game or dance recital.

Create, Share, Enjoy

Brimming with fun features, the Nikon D3300 is ready to help create and share incredible stories through beautiful images and HD video. With the help of the optional WU-1a Wireless Mobile Adapter², users can take advantage of Wi-Fi connectivity for instant uploading of images and videos to a smart device for easy sharing through social networks. Users can also remotely control the D3300 using their smart device as a remote "Live View" monitor. Releasing the shutter from a smart device will help make sure no one is left out of the next family photo.

The Nikon D3300 is ready to help each user realize their creative vision with 13 In-Camera Effects and four new effects modes, including Photo Illustration, Super Vivid and Pop. The D3300 is also the first Nikon HD-SLR equipped with the fourth new effects mode, Easy Panorama Mode, enabling the capture of beautiful landscapes and stunning scenic views with ease. When the story is better told with HD video, Nikon's newest HD-SLR is ready at a moment's notice to help users create glorious Full 1080p HD video with vivid color and sharp details, up to 60p. Capturing gorgeous HD video is easy with the Nikon D3300 with the assistance of Full-time AF (autofocus) to help keep elusive subjects in focus, and a one-touch recording button so not to miss any moment.

For those new to the benefits of D-SLR photography, Nikon has expanded upon its acclaimed Guide Mode to help users learn and explore new ways to capture great photos and HD video. Guide Mode teaches the basic functions of the camera, but also works to help the user become a better, more knowledgeable photographer. When using this mode, users have access to four options: Shoot photos using example images, View/Delete, Setup and Retouch their images in-camera, making it easy for beginners to immediately take their photos to the next level.

Capture On-The-Go

The extremely lightweight and versatile D3300 is the perfect companion for a fast moving, always on the go lifestyle. The camera features a conveniently compact body (4.9" x 3.8" x 2.9"), and is ergonomically designed for a comfortable hold that is easy to take anywhere. Additionally, the camera body is constructed with carbon fiber for lightweight durability. The D3300 is also equipped with an optical viewfinder that helps frame the perfect shot in any lighting condition, whether capturing the school play or a high school graduation.

To complement the Nikon small stature of the D3300, Nikon has also introduced the new, more compact AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II standard zoom lens that inherits a familiar focal length (27-82.5mm, 35mm equivalent) while incorporating a new retractable lens barrel design found in Nikon's 1 NIKKOR lens series. This design ensures the lens is remarkably smaller than its predecessor, and when paired with the D3300 makes the camera package nearly 30% smaller and 25% lighter. An ideal 3X zoom lens for every on-the-go moment, the 18-55mm f/3.5-5.6G VR II lens features up to four stops³ of VR image stabilization, a silent wave motor to ensure quiet AF operation and auto/manual focusing options.

The 35mm f/1.8: A Versatile FX-Format Prime Ready for Anything

With the latest addition to Nikon's popular f/1.8 prime series of FX-format lenses, Nikon has announced the new AF-S NIKKOR 35mm f/1.8G, a versatile fixed lens ready to thrive in any shooting situation. The new 35mm f/1.8G lens rounds out a collection of acclaimed f/1.8 lenses including the AF-S NIKKOR 28mm f/1.8G, AF-S NIKKOR 50mm f/1.8G and AF-S NIKKOR 85mm f/1.8G lenses. Sporting the popular 35mm focal length and covering a 63 degree angle of view with a constant f/1.8 aperture, Nikon's newest FX-format lens delivers outstanding viewfinder clarity and high contrast while providing outstanding low-light performance and depth of field control.

Great for available light environment portraits, landscapes and travel photography as well as for producing beautiful images with soft, natural bokeh, the AF-S NIKKOR 35mm f/1.8G is a versatile and valuable addition to any FX-format photographer's lens arsenal and sports the latest in core NIKKOR technologies that ensure elite performance. The lens' construction includes one ED and one aspheric element in addition to a Silent Wave Motor to provide quiet AF operation.

Price and Availability

The Nikon D3300, kitted with the AF-S NIKKOR 18-55mm f/3.5-5.6G VR II lens, will be available in early February 2014 in Black, Red and Grey for a suggested retail price* (SRP) of \$649.95. The AF-S NIKKOR 18-55mm f/3.5-5.6G VR II will be available at the same time as the D3300, and will also be sold separately for \$249.95 SRP*. The AF-S NIKKOR 35mm f/1.8G lens will be available on February 20, 2014 for a suggested retail price of \$599.95*.

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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 Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 80 million NIKKOR lenses in 2013, 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](https://twitter.com/NikonUSA).

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¹Exquisite detail reproduction realized by an image sensor unit designed without an optical low-pass filter.

²The Wireless Mobile Adapter Utility Application must be installed on the smart device before it can be used with the WU-1a Wireless Mobile Adapter connected to the Nikon D3300. The application can be downloaded free of charge from Google Play™ or the Apple App Store.

For use with Android or iOS mobile devices, please refer to mobile device compatibility and available features 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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³Based on CIPA Standard.

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

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