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**NIKON INC. LOOKS BEYOND PHOTOGRAPHY TO REVEAL CUTTING-EDGE IMAGING TECHNOLOGY APPLICATIONS
AT 2014 CONSUMER ELECTRONICS SHOW**

With Interactive Experience Displays, Speakers and Innovative New Products, Nikon Solidifies Role as Technology Leader to Drive Modern Businesses Forward

Las Vegas, CES Booth #14916 (January 7, 2014) - Nikon Inc. is inviting attendees of the 2014 Consumer Electronics Show (CES) to visit its booth to explore the vast potential of Nikon's cutting-edge imaging technologies through interactive displays, exhibits and innovative collaborations, in addition to the latest Nikon products. At CES 2014, Nikon solidifies its place at the forefront of digital imaging with inspiring presentations from those doing amazing things with Nikon technologies, including visual artist Alexx Henry's unique "xxArray™" for 3D modelling. Additionally, Nikon will display exciting products in development, as well as new products such as the 24.2 megapixel Nikon D3300 HD-SLR and COOLPIX L830.

"This year at CES, Nikon will showcase the unconventional and previously impossible applications that have become a reality with the aid of Nikon's advanced imaging technologies. We encourage attendees from all industries to visit our space, to see how Nikon's strength as a business partner can help any organization bring their story to life," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc.

Nikon's Industry Leading Technology at CES 2014

In addition to the full line of Nikon products on display, visitors will have the opportunity to check out interactive displays featuring the latest products, a visually stunning photography area, demonstrations of Nikon Camera connectivity and a chance to see Alexx Henry's xxArray in action. The state-of-the-art 64 camera installation features Nikon D5200 and D5300 D-SLRs and Nikon's wireless remote system, and will drive the next generation of 3D and 4D modelling applications. Nikon will also display the next generation of flagship D-SLR, the D4S, which is currently in development and will be announced at a later date.

Visitors to the Nikon booth will also have the opportunity to experience compelling presentations from several Nikon professional photographers and Nikon Ambassadors who are using Nikon cameras and NIKKOR lenses in unconventional yet innovative applications. Please see below for speaker schedule.

New Nikon Products for CES 2014

With a 24.2-megapixel DX-format CMOS sensor¹ and EXPEED 4 image processor, the compact and lightweight D3300 is perfect for capturing stunning images and Full HD video. Featuring an enhanced Guide Mode and optional

Wi-Fi® connectivity, the D3300 will also be kitted with the new, smaller and redesigned AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II lens. For FX-format D-SLR photographers, Nikon has also announced an addition to its lineup of f/1.8 prime lenses, the AF-S NIKKOR 35mm f/1.8G lens. At the popular and versatile 35mm focal length, this new lens provides stellar image quality and low-light performance whether shooting landscapes, portraits or travel photos.

Also on display will be the new COOLPIX L830 with a 34X optical zoom, as well as the COOLPIX S6800, S5300, S3600 and L30 - compact cameras that use Nikon imaging technology and NIKKOR lenses to help users capture stunning images and HD video either close-up, or at a distance easily. These new COOLPIX cameras offer user-friendly features and sharp image quality that point-and-shoot photographers seek at a tremendous value.

Speaker Schedule:

CES Day 1 (10am - 6pm) Tuesday January 7 (Speaker: Program Title)

10:30am - 11:00am Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
11:15am - 11:45am Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
12:00pm - 12:30pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
12:45pm - 1:15pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
1:30pm - 2:00pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
2:15pm - 2:45pm Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
3:00pm - 3:30pm Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
3:45pm - 4:15pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
4:30pm - 5:00pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
5:15pm - 5:45pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies

CES Day 2 (9am - 6pm) Wednesday January 8

9:45am - 10:15am Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
10:30am - 11:00am Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
11:15am - 11:45pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
12:00pm - 12:30pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
12:45pm - 1:15pm Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
1:30pm - 2:00pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
2:15pm - 2:45pm Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
3:00pm - 3:30pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
3:45pm - 4:15pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
4:30pm - 5:00pm Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion

CES Day 3 (9am - 6pm) Thursday January 9

9:45am - 10:15am Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
10:30am - 11:00am Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
11:15am - 11:45pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
12:00pm - 12:30pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
12:45pm - 1:15pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
1:30pm - 2:00pm Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
2:15pm - 2:45pm Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
3:00pm - 3:30pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
3:45pm - 4:15pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
4:30pm - 5:00pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1

CES Day 4 (9am - 4pm) Friday January 10

9:15am - 9:45am Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
10:00am - 10:30am Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion
10:45am - 11:15pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1
11:30pm - 12:00pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™
12:15pm - 12:45pm Mike Corrado: Taking Your Passion To The Next Level With Nikon D610 Technologies
1:00pm - 1:30pm Ami Vitale: My Eyes. Your World. The Power of NIKKOR Technology
1:45pm - 2:15pm Corey Rich: Nikon HD-SLR Video; Keeping Your Camera In Motion

2:30pm - 3:00pm Dixie Dixon: Shockproof. Waterproof. Freezeproof. From The Epic To The Everyday. The Nikon 1 AW-1

3:15pm - 3:45pm Alexx Henry: 3 Dimensions Of Awesome: Capturing The Future With The Nikon Powered xxArray™

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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