



**FOR IMMEDIATE RELEASE**

**Press Contacts:** MWW Group

Geoff Coalter E: [gcoalter@mww.com](mailto:gcoalter@mww.com)

Connie Olles E: [colles@mww.com](mailto:colles@mww.com)

P: 201.507.9500

[press.nikonusa.com](http://press.nikonusa.com)

**GET IN THE GAME: MY NIKON WORLD IS A NEW FACEBOOK EXPERIENCE THAT WILL CHALLENGE PHOTOGRAPHERS TO SHOOT, SHARE AND LEARN**

*Nikon Gives Users a Chance to Capture Images and Interact to Earn Badges, Compete with Photographer Friends and Climb the Leader Board*

---

**MELVILLE, N.Y. (July 11, 2013)** – Today, Nikon announced the launch of the exciting new interactive experience *My Nikon World*, a Facebook application that awards users for doing what they love: taking great photos. User participation will be rewarded with community points and digital badges for uploading photos and participating within the community. The experience will include contributions from Nikon professional photographers who will issue challenges for users to earn points, badges and bragging rights.

In addition to sharing photos and participating in photo challenges, users will also be able to create an online photographer profile and personal gallery where they can track their participation, feature their favorite photos and share their visual victories. The photo gallery on *My Nikon World* will be able to be sorted and viewed through filters including category, subject matter and Nikon equipment used.

“Photography is now a social experience, people want to share their stories, creativity and accomplishments through imagery online,” said Lisa Baxt, Associate General Manager, Communications, Nikon Inc. “*My Nikon World* gives photographers a chance to join a like-minded community of photo enthusiasts to be inspired to get out and shoot, while learning exciting new photo techniques through the pro issued challenges.”

Users who participate in challenges, upload photos and engage with other photos posted by their peers will be rewarded with points and digital badges in a variety of categories. The more a user participates, the higher the level they can attain within the community. With a strong focus on social sharing and engagement, participants will also have the option to include links to their personal social profiles on Facebook, Twitter and other social networks so they can interact with photographers both within the community and outside of *My Nikon World*. Digital badges will be awarded for a vast array of photography techniques and subject matter, from black and white photography to using HDR. Adding to the fun, users will also have the opportunity to unlock surprise badges and other content.

Nikon will continue to issue weekly challenges to the Facebook community. Additionally, notable fashion Photographer Rob Van Petten and documentary photographer/author Steve Simon will offer up “Pro Challenges,” providing members the opportunity to further hone their skills. Van Petten and Simon will also answer questions, give photo tips and share their own images as part of the community.

The *My Nikon World* interactive Facebook photo experience is now available. To visit the site and become a fan of Nikon, visit the official Nikon Facebook page at [facebook.com/nikon](https://www.facebook.com/nikon).

### **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 80<sup>th</sup> 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).

###