



**FOR IMMEDIATE RELEASE**

**Press Contacts:** MWW Group

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

Matt Kopacz E: [mkopacz@mww.com](mailto:mkopacz@mww.com)

P: 201.507.9500

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

## **TOTAL PRODUCTION OF NIKKOR LENSES FOR INTERCHANGEABLE LENS CAMERAS REACHES 90 MILLION**

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**TOKYO (November 3, 2014)** – Nikon Corporation is pleased to announce that the total production of NIKKOR lenses<sup>1</sup> for Nikon interchangeable lens cameras reached the ninety million milestone at the end of October 2014. Additionally, production of NIKKOR lenses equipped with the Silent Wave Motor (SWM), the autofocus motor developed exclusively by Nikon, recently reached fifty million.

In 1959, Nikon (then Nippon Kogaku K.K) released the Nikon F as well as its first NIKKOR lenses for Nikon SLR cameras, including the NIKKOR-S Auto 5cm f/2. Since then, the NIKKOR tradition has continued. Nikon continues to actively release new NIKKOR lenses utilizing advanced technologies cultivated over its long history, while further expanding its lineup of lenses for the Nikon 1 compact interchangeable lens camera system. Since reaching the eighty-five million lens milestone in January 2014, production of NIKKOR lenses continues at a steady rate.

In addition, total production of NIKKOR lenses equipped with the Silent Wave Motor (SWM) has reached fifty million. Nikon's Silent Wave Motor converts "traveling waves" into rotational energy to focus the optics, which achieves extremely quiet autofocus photography. In just eighteen years since the 1996 release of the Ai AF-S Nikkor 300mm f/2.8D IF-ED, which was one of the first lenses to employ SWM technology, a total of 72<sup>2</sup> lenses equipped with a SWM and covering a broad range of focal lengths have been released for both FX and DX-format DSLR cameras.

In September 2014, Nikon responded to a variety of user needs by adding the new ultra wide-angle AF-S NIKKOR 20mm f/1.8G ED to its already robust lineup of fast f/1.8 fixed focal length lenses for FX-format cameras. The new 20mm f/1.8 lens utilizes the latest optical design technologies to achieve superior resolution, while the adoption of Nikon's Nano Crystal Coat controls ghost and flare. Lightweight and extremely portable, Nikon's newest ultra-wide angle lens is ideal for fulfilling one's photographic vision.

In June 2014, Nikon announced a new super-telephoto zoom lens for the Nikon 1 system, the 1 NIKKOR 70-300mm f/4.5-5.6, the world's smallest and lightest<sup>3</sup> lens in its class. The 1 NIKKOR lineup consists of twelve lenses with focal lengths ranging from 6.7mm to 300mm (angles of view equivalent to 18mm to 810mm in 35mm format) for coverage from ultra-wide-angle to super-telephoto.

### **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 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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1. *Interchangeable lenses for Nikon SLR cameras and Nikon 1 Advanced Cameras with Interchangeable Lenses*
2. *The total number of NIKKOR lenses equipped with SWM currently available (as of November 4, 2014)*
3. *Among interchangeable lenses with a focal length that exceeds the equivalent of 600mm in 35mm [135] format for still digital cameras equipped with autofocus functions available as of March 13, 2014. Comparison of the minimum volume with each lens. Statement based on Nikon research*