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**NIKON INC. ANNOUNCES THE WINNER OF THE "I AM NEXT CONTEST,"
NIKON'S SEARCH FOR THE NEXT GREAT VISUAL STORYTELLER**

Daniel Newman of Katonah, New York named the "I Am Next Contest" Winner as Part of Nikon's I Am Generation Image Campaign

MELVILLE, NY (April 15, 2015) – Today, Nikon Inc. announced the winner of its "I Am Next Contest," a search for the next voice of Nikon's integrated campaign, "I Am Generation Image." Emerging from over 14,000 contest submissions, Daniel Newman of Katonah, New York and the story of his brother's battle with the effects of concussions were voted by the community as the contest winner. Newman will receive a complete Nikon D750 camera system to help his story stand out.

"Now more than ever, our generation is using imagery to tell their stories and Nikon is committed to empowering these visual storytellers through the 'I Am Generation Image' campaign," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc. "Daniel's expression of his brother's struggle and his own passion for educating others about the dangers of concussions is a perfect example of the spirit of Generation Image, exemplified through his stunning yet moving contest-winning image."

Starting in early February 2015, Nikon called on consumers to share their passions via Instagram and Twitter using the hashtag #IAmNextContest in a search for the next voice of Generation Image. Once finalists were selected, the community voted for the winning submission. As the winner, Newman will receive a Nikon D750 DSLR camera alongside a full complement of lenses and accessories, including the AF-S NIKKOR 24-120mm f/4 VR, AF-S NIKKOR 50mm f/1.8G ED and AF-S NIKKOR 70-200mm f/4 VR lenses to help him further tell his story.

Daniel's Story

Daniel Newman has seen first-hand the effect that seven concussions have had on his younger brother Eric. After his latest concussion, Daniel noticed that his brother seemed to have changed, with Eric now struggling every day with memory loss, migraines, and dizziness. Daniel's winning submission of his brother undergoing a nerve block procedure tells the story of the incredible measures that concussion sufferers endure in an attempt to remedy their symptoms. By winning the "I Am Next Contest," Daniel hopes to further educate the public about the disabling nature of concussions and tell the real stories of the impact they have on athletes, their families and friends. Read more about Daniel's story here:

iamgenerationimage.nikonusa.com/contest

About the Nikon “I Am Generation Image” Campaign

The concept of “Generation Image” was born from a desire to understand people’s relationships with their images. The number of images captured and shared every day is significantly increasing and after extensive research, it became clear that image quality is critical to celebrating and purposefully representing the motivations of this new generation of image makers. Across the country, people are using their cameras as a tool to share what is important to them and each have the potential for significant impact. From families or hobbies, personal causes to accomplishments, this generation enjoys expressing and sharing their passions through photos and videos. On social media channels, the hashtag #IAmGenerationImage is a rallying cry. It echoes the desire to deliver the best images possible, in order to convey emotions and passions that rise above the noise. “I Am Generation Image” reminds us that we are all part of this generation, and Nikon will enable our stories to ring loud, true and authentic.

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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