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MORE INTUITIVE AND EASIER-TO-USE, NIKON'S IMAGE SHARING AND STORAGE SERVICE IS REBORN AS NIKON IMAGE SPACE

*The New NIKON IMAGE SPACE Provides Photographers with a Free Online Service to Help
Share and Store Their Content*

MELVILLE, NY (January 22, 2013) – Nikon Corporation is pleased to announce the launch of NIKON IMAGE SPACE, a new image sharing and storage space. NIKON IMAGE SPACE is a free online sharing and storage service designed not only for Nikon digital cameras users, but anyone who enjoys capturing still photos or recording videos.

NIKON IMAGE SPACE will make it easy for photography enthusiasts to upload, view, organize and share their once-in-a-lifetime moments, whether it is still images of HD video, with great convenience through sequential operation. This is possible due to the high-speed operation of the system, an intuitive user interface (UI), a clear window layout and a simple operation flow.

Nikon has offered its image sharing and storage service, my Pictoretown, since August 2007. Over the years, my Pictoretown has been a useful image sharing and storage space for many people around the world. With a complete overhaul of the service, Nikon took the opportunity to change the name from my Pictoretown to NIKON IMAGE SPACE. Current users of my Pictoretown will have their user account information and content automatically transferred to NIKON IMAGE SPACE. Additionally, Nikon will continue to offer users ways to enjoy and share their digital images and videos through NIKON IMAGE SPACE.

NIKON IMAGE SPACE Primary Features:

- **Two types of free accounts:** NIKON IMAGE SPACE offers users a choice between two types of free accounts. Basic accounts are available to anyone. Users of Nikon digital cameras have the additional option of upgrading to a Special account using a dedicated application to verify Nikon digital cameras. While both types of accounts are free of charge, the maximum storage space is 2 GB for Basic accounts and 20 GB for Special accounts. Special accounts will offer more advanced functions, including the ability to apply a password when sharing images and a function that restricts image download.
- **Improved Usability:** Significant changes in window design make sequential image operations easier including uploading, viewing, organizing and sharing. Additionally, a relaxing background

color has been adopted for a more pleasing image display while an easy-to-use layout has been implemented.

- **Greater Performance as a Web System:** Operation has been improved with faster system processing capabilities. NIKON IMAGE SPACE offers smooth, more natural operation with faster image uploading and downloading, as well as a faster response when images are edited.
- **Greater Collaboration with Social Networking Sites:** Greater collaboration with social networking sites such as Facebook and Twitter® expands the possibilities for sharing photos of your own special moments and posting images from NIKON IMAGE SPACE is now easier than ever.

NIKON IMAGE SPACE Availability:

The new site will be available on January 28, 2013, plus further information on NIKON IMAGE SPACE will be presented at the Nikon booth at the CP+ Camera and Photo Imaging Show 2013. The show will be held from January 31 to February 3, 2013 at the Pacifico Yokohama (Yokohama, Kanagawa Prefecture, Japan). For more information about NIKON IMAGE SPACE, please visit www.nikonimagespace.com.

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. In 2012, production of NIKKOR lenses surpassed 75 million, 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.

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