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NIKON ANNOUNCES NATIONAL ASSOCIATION OF BROADCASTERS (NAB) SHOW 2015 SPEAKER SCHEDULE AND NEW FIRMWARE DEVELOPMENT FOR DSLR VIDEO FUNCTIONALITY

MELVILLE, NY (April 9, 2015 at 9:01 A.M. EDT) At NAB 2015, Nikon (Booth # C8818) will be showing a full range of tools for a modern production environment, with versatile DSLR cameras and NIKKOR lenses for professional video applications. Several Nikon Ambassadors and industry professionals will be presenting at the Nikon booth throughout the show, demonstrating a variety of different filmmaking techniques. Additionally, Nikon Corporation will be announcing the development of new firmware, for select Nikon DSLR cameras, to improve workflow for professional video applications by enhancing capability with third party external recording devices. Nikon plans to release the new firmware later this summer, which will be available at no cost to customers.

Nikon at NAB 2015:

Industry professionals are invited to the Nikon booth to view the company's full line of DSLR cameras for content capture, including the D750 and D810 Filmmaker Kits. Attendees are encouraged to visit the booth to learn about the production possibilities with Nikon cameras and hear from some of the most innovative filmmakers today including Corey Rich, Dixie Dixon, Anthony Arendt, PES and Chris Hershman. Visitors to the Nikon booth can also discover a vast range of NIKKOR lenses and see first-hand the unrivaled clarity and sharpness that these lenses deliver for any project.

New Nikon DSLR Firmware:

The new firmware in development will be available for the Nikon D4S, D810 and D750, and will enhance capture workflow. With the new firmware, Atomos Shogun or Ninja-2 external recorders will recognize recording start/stop commands of the external recorder and can be synchronized with recording start/stop commands of the camera. This new firmware will provide greater support for recording of high-definition, uncompressed data that makes the most of the superior resolution of the D4S, D810 and D750, plus the excellent rendering performance of NIKKOR lenses to external recorders. Demonstrations of the firmware (which is currently under development) will be available at both the Nikon (#C8818) and Atomos (#C8825) booths from Monday, April 13 through Thursday, April 16. The firmware will be available in late Summer 2015 as a free download.

Nikon D750 and D810 Filmmakers Kits

For users who are looking to take advantage of the Nikon D810 or D750's advanced video capabilities, Nikon is now offering a Filmmaker's Kit for each camera that includes everything needed to get started in

the world of cinema. The kit contains the camera, three NIKKOR lenses in popular focal lengths, including the AF-S NIKKOR 35mm f/1.8G ED lens, the AF-S NIKKOR 85mm f/1.8G lens and the AF-S NIKKOR 50mm f/1.8G lens; all of which provide stunning HD clarity and excellent depth of field control for filmmakers. The kit also contains two additional EN-EL15 batteries, an ME-1 Stereo Microphone, one Atomos Ninja-2 External Recorder, and Tiffen® 67mm and 58mm Variable Neutral Density Filters (8-stops) for superior control of light. In addition, the Nikon Filmmaker's Kits feature custom foam inserts, which are ideally sized for use in a hard case for transporting equipment to the next video production.

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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