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NIKON 1 AW1 NAMED A CES INNOVATIONS 2014 DESIGN AND ENGINEERING AWARD HONOREE

The Nikon 1 AW1 is the World's First Waterproof and Shockproof Interchangeable Lens Camera System

MELVILLE, NY (November 12, 2013) - Today, Nikon Inc. announced that it has been named an International CES Innovations 2014 Design and Engineering Awards Honoree for the Nikon 1 AW1 interchangeable lens camera system. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting-edge consumer electronics products across 29 product categories.

The Nikon 1 AW1 is the world's first waterproof and shockproof interchangeable lens camera¹. Also designed to be freezeproof, the durable and versatile Nikon 1 AW1 thrives in harsh environments while delivering the high-performance features and incredible image quality that adventurous families need to capture every moment and memory. By land or by sea, from the tropics to snowy peaks, this newest addition to the Nikon 1 Advanced Camera with Interchangeable Lens System (ACIL) is equipped with outdoor friendly features to capture amazing photos and stunning Full HD video. The Nikon 1 AW1 features a 14.2-megapixel CX-format CMOS sensor and EXPEED 3A image processor to help produce high-quality images and HD video with great detail even in low-light.

"We're thrilled to have the Nikon 1 AW1 recognized as an honoree in the International CES Innovations 2014 Design and Engineering Awards," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "The Nikon 1 AW1 blazes new trails for interchangeable lens camera systems, and is an exciting new option for all adventurers, from the family on a camping trip to the thrill-seeking hiker. This durable yet versatile camera will complement any active lifestyle."

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)[®], the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

The Nikon 1 AW1 will be displayed in The Venetian at the 2014 International CES, which runs January 7-10, 2014 in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled: The Official Media Event of the International CES from 4-7 p.m. on Sunday, January 5 in South Seas Ballroom C at Mandalay Bay.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Why the product deserves the Innovations award, including specifics regarding its unique/novel features and features that consumers would find attractive
- How the design and innovation of this product directly compare to other products in the market place
- Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2014 Design and Engineering honoree products are featured on CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

For more information on the Nikon 1 AW1 as well as other Nikon products, please visit

www.nikonusa.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. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th 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).

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¹Among digital cameras with interchangeable lenses available as of September 9, 2013 (according to research conducted by Nikon Corporation).