



FOR IMMEDIATE RELEASE

Press Contacts: MWW

Matt Kopacz E: mkopacz@mww.com

Michelle Kobilis: mkobilis@mww.com

P: 201.507.9500

press.nikonusa.com

**NIKON'S NEW COOLPIX P900 TAKES CREATIVITY TO EXTREME DISTANCES WITH SPECTACULAR
83X ZOOM POWER AND ADVANCED SHOOTING CONTROLS**

*With a Lens Equivalent of 2000mm, the COOLPIX P900 Offers Limitless Possibilities for What Users Can
Capture and Instantly Share*

MELVILLE, NY (March 1, 2015) – Today, Nikon Inc. announced the COOLPIX P900, a camera that offers an unprecedented and incredible 83x zoom along with superior performance. This exciting long zoom option provides users with incredibly sharp NIKKOR optics and a 166x Dynamic Fine Zoom* range capable of reaching previously unimaginable distances. In addition to its unrivaled zoom power, the 16-megapixel COOLPIX P900 comes equipped with an array of innovative features and advanced controls for capturing sharp and detailed images as well as Full HD video from afar. Such features include built-in GPS and the experience of Nikon Snapbridge, whereby users seamlessly shoot and share stunning photos from the camera to a compatible smartphone or tablet via built in Wi-Fi^{®1} and Near Field Communication technology (NFC²). With its unbelievable zoom power, users can take close-up shots of a bird high up in the trees or capture the look on their child's face as they score their first goal from the sidelines. Additionally, the COOLPIX P900 combines user-friendly controls, creative features and fast performance, giving users the opportunity to explore their creative path regardless of their photography level or experience.

“With its spectacular 83x zoom range, extensive list of innovative features and advanced controls, the new Nikon COOLPIX P900 is the first COOLPIX compact camera to ever offer this amazing zoom range and powerful features together in an easy-to-use package,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “The COOLPIX P900 will provide users with the opportunity to capture sharp images and video in rich detail near or far, and to share their content with family and friends with confidence.”

Zooming Brilliance with New Nikon COOLPIX P900

The COOLPIX P900 demonstrates the incredible capabilities of NIKKOR optics by sporting a powerful 83x optical zoom (24-2000mm equivalent) NIKKOR ED glass lens with the ability to reach 166x using Dynamic Fine Zoom and a super extra-low dispersion (ED) glass element, making this camera ideal for capturing sharp images and videos from extreme lengths. This feature-packed long zoom is equipped with a 16-megapixel CMOS sensor and a high performance Autofocus (AF) system capable of shooting 7 frames-per-second (fps) to help deliver photos of fast moving sports in superb quality. Sharing these amazing

photos has never been easier or more fun, as the COOLPIX P900 allows users to seamlessly shoot and share photos from the camera to a compatible smartphone or tablet via built-in Wi-Fi¹ and NFC² connectivity.

Whether shooting above a crowd or from the stands, users can easily and intuitively frame their subjects by using the camera's built-in electronic viewfinder (EVF) with an eye sensor or high-resolution, Vari-angle 3-inch 921K-dot LCD display. When sitting in the upper deck at a baseball game or taking photos of the family at a summer barbeque, the COOLPIX P900's versatile controls and features makes it a great companion for every shooting scenario. Users can utilize the camera's snap-back zoom button to effortlessly frame subjects when shooting super-telephoto shots, while the Side Zoom Control button's position helps to combat camera shake. Additionally, the camera has an intuitive control layout, with the Fn (function) button providing fast access to frequently used functions, plus the Command Dial and Mode Dial allow users to quickly apply or adjust settings with just one hand. The COOLPIX P900 also features Manual (spot), Manual (normal) and Manual (wide) AF Area Mode options that can be selected in accordance with the size and position of the primary subject.

Taking great action shots is easy with the super-fast COOLPIX P900, as it boasts a speedy shooting lag time of approximately 0.12 seconds** at the maximum wide-angle position and approximately 0.75 seconds** at the maximum telephoto position. This rapid performance allows users to capture clear back-to-back shots of a runner dashing toward the finish line or a baseball player headed towards home plate with rich detail. What's more, the camera incorporates the new Dual Detect Optical VR technology to help achieve the highest level of camera shake compensation available in a Nikon compact digital camera, equivalent to a 5.0-stop*** increase in shutter speed to help ensure sharp photos.

For those looking to expand their creativity, the COOLPIX P900 offers fun and user-friendly features like Scene Modes, filter effects, special effects, Picture Controls and macro mode to help users not only find the best settings for nearly any environment, but allow them to add a personal touch to every image or video. Whether users are shooting a school play indoors or out on the slopes, the COOLPIX P900 provides Scene Modes and filter effects that help achieve optimal results without missing a shot. Additionally, users can capture video in Full HD 1080p with stereo audio recording or use the camera's innovative Time Lapse feature to capture a beautiful sunrise or sunset video over the course of time. When recording video from afar, the Zoom Microphone function helps to enables clear recording of sounds from a variety of distances. Lastly, the COOLPIX P900 makes it easy to document every vacation spot or outdoor adventure as the camera's built-in GPS and POI allows users to geo-tag images and view where those images were taken on a map.

Nikon Snapbridge

Nikon Snapbridge describes the experience of quickly and easily sending photos wirelessly from your Wi-Fi¹ enabled Nikon DSLR, Nikon 1 or COOLPIX camera to a compatible smartphone or tablet. Share your great photos on the go, even in remote locations or even use a smartphone or tablet to control your camera. See what the camera sees and take pictures—great for selfies and group photos that actually include you!

Price and Availability

The COOLPIX P900 will be available in Black for a suggested retail price (SRP) of \$599.95****. The camera will be available for purchase in April 2015.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Waterproof Shockproof, Slim Zoom, Bridge Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, please visit www.nikonusa.com.

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](#).

###

**Dynamic Fine Zoom magnification is calculated from the full-wide end of optical zoom.*

***Measured in accordance with CIPA standards, subject brightness measuring 10 LV, programmed auto exposure, Single AF autofocus mode.*

****Measured in accordance with CIPA standards at approx. 350mm (equivalent focal length in 35mm [135] format).*

*****SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

¹*Nikon Cameras having built-in Wi-Fi capability or connected to a WU-1a or WU-1b Wireless Mobile Adapter can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system.*

²*Nikon Cameras having built-in NFC capability can only be used with a compatible smart device running on the Android™ operating system version 4.0 or higher.*

The Nikon Wireless Mobile Utility application must be installed on the device before it can be used with cameras having built-in Wi-Fi and/or NFC capability or connected to a WU-1a or WU-1b Wireless Mobile Adapter. Compatibility information can be found, and the application can be downloaded, at: <https://play.google.com/store/apps/details?id=com.nikon.wu.wmau&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).

Apple, the Apple logo, iPhone, iPad and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Android and Google Play are trademarks of Google Inc.

Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance.

All Nikon trademarks are trademarks of Nikon Corporation.

Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.