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**THE NEW NIKON COOLPIX S02 IS THE ULTRA-CHIC ANSWER FOR CAPTURING AMAZING IMAGES**

*The Perfect Accessory: The COOLPIX S02 is Super Compact, Stylish and Simple to Use*

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**MELVILLE, N.Y. (September 5, 2013)** – Today, Nikon Inc. introduced the tiny COOLPIX S02, a stylish, super-compact camera that proves great image quality can come in small packages. The new COOLPIX camera is ideal for those who seek easy-to-use features and speedy performance whether on-the-go or out on the town with friends. The S02 is a stylish, hip and inexpensive ultra-mini compact camera, and a great gift for the trendy individual.

The new COOLPIX S02 features an easy-navigable home screen and user interface with shortcut menus for quick operation, making it simple to acquire share-worthy images with incredible detail and sharpness. The S02 strikes a balance between style and size, making it a must-have accessory to have on hand at all times.

“The new COOLPIX S02 is Nikon’s latest super sleek offering to give consumers a simple way to achieve exceptional image quality with stylish flair,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “The COOLPIX S02 is user-friendly, making it great for capturing memorable moments in an instant with ease.”

The COOLPIX S02’s ultra-compact design houses a 13.2-megapixel CMOS sensor to help users capture amazing image quality and Full HD 1080p video, even in challenging lighting conditions. The 3x zoom NIKKOR lens of the S02 helps produce truly exceptional images that only a camera with a zoom lens can help capture. Though astoundingly small, the S02 is easy to operate thanks to a highly responsive 2.7-inch touch screen, letting the user focus on capturing every precious moment.

In addition to its fashionable, compact design, the COOLPIX S02 also includes user-friendly features like Scene Auto Selector Mode which helps the user effortlessly capture high quality images. To help the user capture images in almost any scenario or lighting condition with ease and confidence, the ideal scene mode is automatically chosen based on the distinctive shooting situation (portrait, landscape, night portrait, night landscape, close-up and backlighting). The COOLPIX S02 also includes a hand-held night scene mode for improved low-light shots and backlit scene HDR for improved picture quality even

in brightly lit situations. Additionally, a group of special effects can be used to give images a new fun, creative twist, including Mirror, Sepia, High Contrast Monochrome, High Key and Low Key.

### **Price and Availability**

The Nikon COOLPIX S02 will be available in September 2013 for a suggested retail price (SRP) of \$179.95\* in a variety of trendy colors including silver, white, pink and blue. For more information about this COOLPIX camera and other Nikon products, please visit [www.nikonusa.com](http://www.nikonusa.com).

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, Fun & Innovative, Ultra-Slim Zoom, Comfort Long Zoom and Budget Friendly. For more information about this and other COOLPIX cameras, please visit [www.nikonusa.com](http://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 the Nikon Inc., recently celebrated its 80<sup>th</sup> 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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*\*SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

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