

Nikon 1

Nikon 1 - Every now and then a real game changer comes along

Nikon introduces the world's fastest, smallest, lightest interchangeable lens cameras¹

Sydney, 21st September 2011: Nikon today introduces Nikon 1, a revolutionary digital camera system built from scratch to offer still image and movie recording without compromise. This next generation pioneers amazing photography features such as pre-post capture technology that starts before you – enabling groundbreaking new shooting modes that mean you'll never miss a thing – even the most fleeting of moments, bringing shots to life to help you to capture images you didn't think possible

Launching with two cameras equipped with pioneering image technology — the Nikon 1 V1 and the Nikon 1 J1 — Nikon 1 sets a new benchmark for speed, precision, innovation, and portability. Offering the world's fastest autofocus system and continuous shot², as well as innovative shooting modes, uniquely compact 1 NIKKOR lenses and Nikon 1 accessories, Nikon 1 redefines what a portable digital camera system can do.

James Murray, Nikon Australia General Manager Sales & Marketing : “We are very excited to announce Nikon 1. Nikon has always been a leader in optical technology and we expect Nikon 1 to revolutionise the way people view and use their cameras. Nikon 1 is neither DSLR nor compact, it's the best of both worlds - with advanced features and functionality in a portable, sleek and stylish body.”

First of the First: Advanced Camera with Interchangeable Lens (A-CIL)

The launch of Nikon 1 heralds more than simply the introduction of a new camera range — it marks the launch of a whole new category that Nikon has named the Advanced Camera with Interchangeable Lens (A-CIL). Built to bring incredible levels of speed, simplicity and enjoyment to the way you capture your world, these portable A-CIL Nikon 1 cameras offer a brand new shooting experience.

Changing everything: Pre-post capture technology

The Nikon 1 range has a processor that is many times faster than the most professional cameras and this unprecedented speed powers some never-before-seen functions. Equipped with pre-post capture technology, Nikon 1 cameras are the first interchangeable lens cameras that can start recording images before you fully press the shutter button, and continue after you've clicked. These cameras don't just manipulate light - they redefine photography by manipulating time, letting you capture those few moments before, or after, a photograph was taken.

Groundbreaking automatic shooting modes: images as never before

¹ Nikon 1 J1 is the world's smallest camera among competing interchangeable lens digital cameras equipped with image sensors larger than 1 inch. Nikon 1 V1 is the world's smallest and lightest camera among competing interchangeable lens digital cameras with an integral EVF. The world's shortest shooting time lag (as determined by Nikon performance tests). Measured when using the single-point AF mode and the shortest focal length of a standard zoom lens (1 NIKKOR 10-30mm). All details as of August 5, 2011.

² Max. 10fps in subject tracking AF mode and max. 60fps in full high-definition, fixed-focus mode. As of August 5, 2011.

Equipped with exciting new shooting modes that harness the cameras' incredible processing speeds and pre-post capture technology, Nikon 1 cameras are capable of recording moments in ways offered by no other camera in the world:

Motion Snapshot (MSS) brings a photo to life in just one click. It simultaneously records a slow motion movie and a still image, then instantly combines the two to create a photo that moves and captures the story of a moment as never before – a living picture.

Smart Photo Selector (SPS) captures the perfect moment in any scene; shooting 20 full-resolution images in the time it takes you to snap a photo: you just press the shutter once and, utilising the pre-post capture technology, the camera starts to take the pictures before you've even fully depressed the button. Your 'best' five shots are saved based on facial expression, composition and focus and the 'perfect' shot is presented to you. Never again will you miss the very second a dog catches a ball or the joy on your child's face while they are on a swing.

Still image mode will make you a master of movement as you switch to shooting sharp, full-resolution shots of the action at up to 60 frames per second³.

Movie mode opens up a host of advanced movie functions. You can take a high-resolution photo⁴ while filming a Full HD movie, without interrupting recording, or film in extreme slow motion.

The thinking camera — Nikon 1 V1

The intelligent, iconic-looking Nikon 1 V1 is designed to propel your photography forward. Packing a high-resolution electronic viewfinder and multi-accessory port, it lets you pursue the moment and capture the unexpected from any location. The bright 1440k-dot electronic viewfinder delivers a clear, stable view and 100% frame coverage. It boasts a tough body with magnesium alloy (top and front) panel and a multi-accessory port gives you the freedom to expand your system further with the Nikon 1 range of system accessories. The Nikon 1 V1 is available in matt black and high-gloss white.

Always a click ahead — Nikon 1 J1

The quick-thinking Nikon 1 J1 is a camera that can keep up with busy lives filled with precious opportunities to record loved ones in action. Equipped with everything you need to shoot life as it happens, this fully automatic Nikon 1 is minimalist camera design at its best. Its super-small body is available in a range of colours with compact 1 NIKKOR lenses to match, and it boasts a built-in flash that offers extra light when you need it. It's so simple to use, all you need to do is decide what to shoot. The colours are high-gloss white, matt black, high-gloss red, silver and even hot pink.

CX-format CMOS image sensor with the world's fastest autofocus system⁵

Taking its place alongside Nikon's existing DX- and FX-format sensors (used on Nikon D-SLRs), the all-new Nikon 1 CX-format CMOS image sensor is designed for Nikon 1 cameras and the 1-mount. Offering the perfect balance between system size, speed, light sensitivity, resolution and depth-of-field, Nikon 1 demonstrates superb colour reproduction with

³ Max. 10fps in subject tracking AF mode and max. 60fps in full high-definition, fixed-focus mode. As of August 5, 2011

⁴ Full resolution images in movie mode (aspect ratio 16:9) 3,840 x 2,160 (1,080/60i).

⁵ The world's shortest shooting time lag (as determined by Nikon performance tests). Measured when using the single-point AF mode and the shortest focal length of a standard zoom lens (1 NIKKOR 10-30mm). As of August 5, 2011.

100-6400 (extended) ISO, low noise, RAW shooting and 10.1 megapixel resolution, delivering consistently superb stills and movies.

Equipped with a revolutionary super high-speed AF image system that boasts the most focus points in the world, this sensor keeps your subject in focus in any situation. If you're shooting shiny or moving subjects, it switches to the 73-point Phase-Detection AF system⁶. If your subject is stationary, or poorly lit, it will opt for the 135-point Contrast Detect AF system. Whichever system the camera chooses, the quick shot-to-shot turnaround gives you the freedom to shoot moments as they unfold, and Phase-Detection AF is available during movie recording for sharply focused action scenes every time.

The power behind the 1: EXPEED 3

EXPEED 3 is a super-fast image processor engineered to deliver unparalleled levels of speed and performance. To be as fast as a Nikon 1 camera, you need an engine that can handle speed, and this newly developed processor is equipped with two powerful engines that can process images at an incredible 600 megapixels a second.

EXPEED 3 is fully capable of managing performance without sacrificing quality, it offers superior noise reduction, so you can enjoy clean, finely detailed images. It enables the camera's groundbreaking shooting modes, and is the reason you can snap a full-resolution photo while recording a movie⁷, or shoot full-resolution stills at up to 60 frames per second.

A new tradition: 1-mount & 1 NIKKOR lenses

When crafting Nikon 1, Nikon's engineers didn't just focus on the new. In fact, when it came to the new 1-mount, they drew on more than 50 years of expertise: the last time Nikon created a totally new lens mount was the F-mount in 1959. The 1-mount is what allows you to use the Nikon 1 system's range of interchangeable 1 NIKKOR lenses. Engineered to ensure each lens communicates perfectly with the camera, it's a key factor in the ability of Nikon 1 cameras to deliver still image and movie recording without compromise.

The family of 1 NIKKOR lenses cover practically every type of scene, are all optimized for movie recording and boast a compact design:

- The extremely compact and lightweight **1 NIKKOR VR 10-30mm** is a 3x zoom lens with wide-angle capability. A brilliant lens for everyday scenarios, it boasts Vibration Reduction for steady stills and movies, and a retractable lens mechanism for superior portability.
- The **1 NIKKOR VR 30-110mm** is a truly portable telephoto zoom lens that gets close to distant subjects with ease. Built-in Vibration Reduction ensures steady stills and movies, and you can retract the lens when its not in use.
- The ultra-thin **1 NIKKOR 10mm** lens is a fast wide-angle lens that slips easily into any bag for sharp shots on the go.
- The **1 NIKKOR VR 10-100mm PD-ZOOM** is made for anyone who loves to shoot movies. Boasting a power-drive zoom switch with adjustable speed, it captures video in superb clarity.

And all of this is just the beginning. Nikon know that the best lenses lead to the best images and future 1 NIKKOR lenses are already in development.

⁶ When using auto-area AF mode, the camera selects 41 focus points and focuses automatically

⁷ Full resolution images in movie mode (aspect ratio 16:9) 3,840 x 2,160 (1,080/60i).

Expand your system — Stay compact: Nikon 1 system accessories

The Nikon 1 range of optional system accessories help you get the most out of your shooting without weighing down your bag:

The tiny **SB-N5 Speedlight flash** is a convenient way to control the direction and quality of light, or get creative with shots by ‘bouncing’ the flash off the ceiling or walls. Compatible with the Nikon 1 V1, it can be rotated vertically or horizontally, and a capture illuminator (LED) on the front of the unit provides extra light when using Motion Snapshot or Smart Photo Selector in the dark.

The ultra-compact **GP-N100 GPS unit** is the easy way to tag images on the go. Compatible with the Nikon 1 V1, it attaches directly to the camera’s multi-accessory port and automatically records latitude, longitude, altitude and time as ‘geotags’ in the image data (EXIF).

The **F-mount adapter** lets anyone use any NIKKOR D-SLR lens with a Nikon 1 camera. Compatible with both the Nikon 1 V1 and the Nikon 1 J1, it offers limitless possibilities to match a lens to the shooting situation and all AF-S and AF-I NIKKOR lenses are compatible with the Nikon 1 autofocus systemⁱ.

But the complete range of Nikon 1 accessories doesn’t stop there. A whole range of Nikon 1 branded camera and lens cases and straps, as well as lens hoods and camera grips are available to protect your equipment and contribute to more comfortable shooting. You can use Nikon’s external stereo microphone, the **ME-1**, with the Nikon 1 V1. And both Nikon 1 cameras come with Nikon’s new Short Movie Creator software, which automatically creates short movies from still images, movie footage and music — as well as your Motion Snapshots.

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ⁱ *Autofocus conditions. AF General: autofocus is available with all compatible lenses, but the camera may not focus accurately due to differences between F-mount and I mount systems. P mode: using P mode, which ensures accurate focusing, is recommended. A, S and M modes: the camera may not focus accurately, particularly at or near maximum aperture, in A, S and M modes. M and A modes: clarifying restrictions on functions, operation and explanation can be found in the Nikon 1 user manual. Enlargement of the monitor for focusing is not a default setting in M and A modes. Manual operation is required. Enlarged display is returned to normal display by manual operation or after a specific period of time. VR is available, but the effect will be reduced by 1 stop.*