Nikon

At the heart of the image

I AM A NIKON COOLPIX

I AM THE NIKON COOLPIX COMPACT DIGITAL CAMERA LINEUP

AUTUMN 2013

I AM SPECTACULAR ZOOMING

22x WIDE

Wi Fi CERTIFIED

www

I AM THE NIKON COOLPIX S9500. I am a connected zoomer*. With 18.1 MP, a super 22x zoom with focal range from wide-angle 25mm to 550mm, I can capture even long distances perfectly. I have a back-illuminated CMOS sensor and a 3" OLED screen. With built-in Wi-Fi connection for sharing your best shots and GPS for GeoTagging. I am here, there and everywhere. **europe-nikon.com**

*Wi-Fi connection required for sharing photos and videos on a mobile device.

At the heart of the image

Nikon

COOLPIX
Capture more. Feel more.

Image your life. Imagine the possibilities.

COOLPIX A

16.2 MP DX format CMOS | 7.5 cm/3-in. LCD

NEW

COOLPIX P7800

12.2 MP CMOS | 7.1x Zoom | 7.5 cm/3-in. vari-angle LCD

COOLPIX P330

12.2 MP CMOS | 5x Zoom | 7.5 cm/3-in. LCD

COOLPIX P520

18.1 MP CMOS | 42x Zoom | 8 cm/3.2-in. vari-angle LCD

COOLPIX L820

16.0 MP CMOS | 30x Zoom | 7.5 cm/3-in. LCD

COOLPIX AW110

16.0 MP CMOS | 5x Zoom | 7.5 cm/3-in. OLED

COOLPIX S31

10.1 MP CCD | 3x Zoom | 6.7 cm/2.7-in. LCD

NEW

COOLPIX S02

13.2 MP CMOS | 3x Zoom | 6.7 cm/2.7-in. touch panel LCD

COOLPIX S9500

18.1 MP CMOS | 22x Zoom | 7.5 cm/3-in. OLED

COOLPIX S9400

18.1 MP CMOS | 18x Zoom | 7.5 cm/3-in. OLED

NEW

COOLPIX S6600

16.0 MP CMOS | 12x Zoom | 6.7 cm/2.7-in. vari-angle LCD

COOLPIX S6500

16.0 MP CMOS | 12x Zoom | 7.5 cm/3-in. LCD

COOLPIX S5200

16.0 MP CMOS | 6x Zoom | 7.5 cm/3-in. LCD

COOLPIX S3500

20.1 MP CCD | 7x Zoom | 6.7 cm/2.7-in. LCD

COOLPIX S2700

16.0 MP CCD | 6x Zoom | 6.7 cm/2.7-in. LCD

COOLPIX L28

20.1 MP CCD | 5x Zoom | 7.5 cm/3-in. LCD

COOLPIX L27

16.1 MP CCD | 5x Zoom | 6.7 cm/2.7-in. LCD

NEW

COOLPIX L620

18.1 MP CMOS | 14x Zoom | 7.5 cm/3-in. LCD

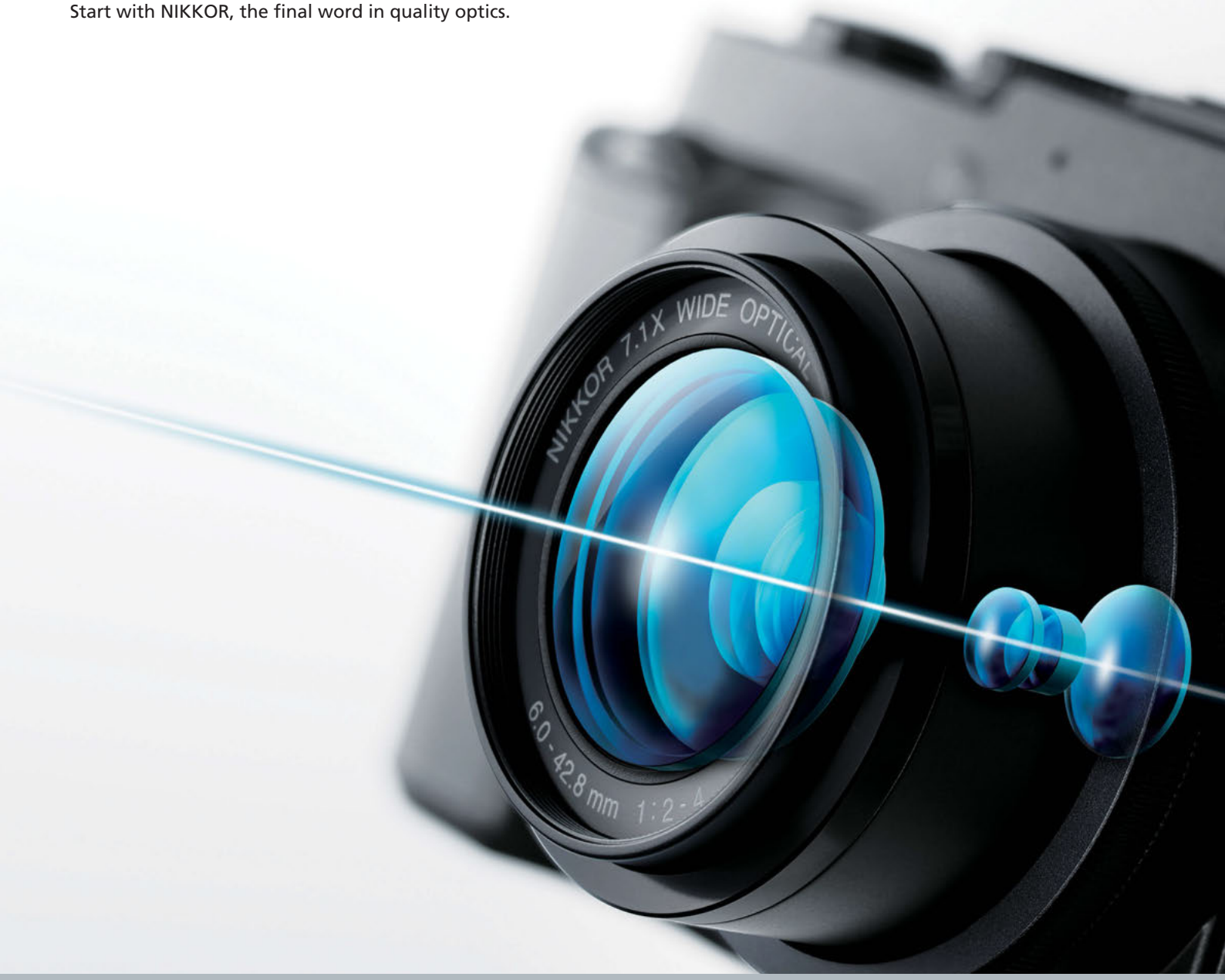
Notes: Camera lineup and color availability may vary according to region. Wi-Fi CERTIFIED logo is a registered trademark of the Wi-Fi Alliance.

NIKKOR lens—where the image quality begins.

80 YEARS NIKKOR LENSES

80 million NIKKOR

Every journey begins with a first step. Every story begins with a single word. And in photography, every beautiful image starts with a high quality lens. All Nikon COOLPIX cameras are equipped with NIKKOR lenses—the crystallization of our relentless pursuit of excellence beginning with the first NIKKOR lens created back in 1933. Professional photographers trust high-performance NIKKOR lens technology, and the same DNA can be found in any COOLPIX compact digital camera you choose. Give your visual expression the best possible start. Start with NIKKOR, the final word in quality optics.



Feel the satisfaction of total control over the light.
Experience the exhilaration of perfectly expressing your vision.
Know the happiness that comes from owning one of the most sophisticated lenses in the world.

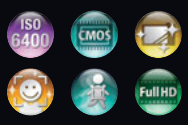
NIKKOR
Capture more. Create more.

Note: Image shown on this page is simulated.

COOLPIX A

Black

Silver



The Palm-Sized Maestro

— Compact Size. Prime Performance. —

This sleek, compact camera offers a level of performance usually reserved for advanced Nikon D-SLR models. Its craftsmanship, operability and system integrity are all authentically Nikon. Get ready to realize more of your photographic vision with a compact camera capable of D-SLR quality photography.

18.5 mm* f/2.8 lens: optical quality comparable to D-SLR interchangeable lenses

The fine optics of this ultra-compact 18.5 mm* f/2.8 NIKKOR lens are specially designed to deliver extraordinary sharpness, smooth tonal gradation, highly effective spherical aberration and coma correction for consistent high-resolution image quality throughout the entire frame. The versatile wide-angle 18.5 mm* lens encourages your spontaneity, enabling you to instantly capture any moment that attracts your attention while still retaining your subjects' natural expressions. A seven-blade iris diaphragm provides outstanding aperture control, and delivers a natural, beautiful, circular bokeh (background blur) effect.

*28 mm equivalent in 35mm format.

The smallest compact camera containing a DX-format CMOS sensor

The compact COOLPIX A offers exceptional image quality, combining a DX-format CMOS sensor that uses 16.2 effective megapixels with the same high-performance EXPEED 2 image-processing engine found in many Nikon D-SLR cameras. Since the impressive 23.6 x 15.6 mm sensor size is 12.9 times as large as the 1/2.3-in. type found in conventional compact digital cameras, you can expect pictures with D-SLR-quality sharpness, tonal gradation and minimized noise even when using high ISO sensitivities.

The reliable strength of solid metal

Built for endurance, the compact COOLPIX A body is encased in a tough aluminum alloy, with a top surface covered by magnesium alloy for true durability. With a leatherette grip and dials cut from a metal block, the COOLPIX A conveys the feeling of authentic photographic gear. This and a myriad other design details serve as valuable examples of Nikon's unique heritage of craftsmanship.

Optional Accessories

DF-CP1 Optical Viewfinder

GP-1A GPS Unit

WU-1a Wireless Mobile Adapter

Other Features

- 7.5 cm/3-in., approx. 921k-dot, high-resolution LCD monitor with an integrated panel and glass structure for clear visibility even in bright sunlight
- 14-bit RAW (NEF) file format support with in-camera processing
- Wide ISO sensitivity range from ISO 100 to 6400; expandable to "Hi 2" (ISO 25600 equivalent)
- Full HD (1080p) movie with stereo sound
- Performance-proven Active D-Lighting
- Continuous shooting at up to 4 frames per second
- Electronic virtual horizon and a convenient grid display
- Picture Control for further fine tuning

Nikon COOLPIX A Specifications

Effective pixels	16.2 million
Lens	NIKKOR lens (7 elements in 5 groups)
Focal length	18.5 mm (angle of view equivalent to that of 28 mm lens in 35mm [135] format)
Maximum aperture	f/2.8
Autofocus (AF)	Contrast-detect AF
Focus range	Approx. 50 cm (1 ft 8 in.) – infinity; approx. 10 cm (4 in.) – infinity in macro autofocus mode. All distances measured from center of front surface of lens
Focus-area selection	Face-priority, normal area, wide area and subject-tracking AF
Monitor	7.5 cm/3-in., approx. 921k-dot, TFT LCD with a wide viewing angle, anti-reflection coating, and 9-level brightness adjustment
Frame coverage	Approx. 100% horizontal and vertical (compared to actual picture)
Storage	
Media	SD/SDHC/SDXC memory cards
File system	DCF, Exif 2.3, DPOF, and PictBridge compliant
File formats	**Still pictures:** JPEG, RAW (NEF; a proprietary Nikon format) **Movie recording:** MOV (Video: H.264/MPEG-4 AVC, Audio: Linear stereo PCM)
ISO sensitivity (Recommended Exposure Index)	ISO 100-3200 (Auto); can be adjusted using ISO sensitivity to 6400, Hi 0.3 (ISO 8000 equivalent), Hi 0.7 (ISO 10000 equivalent), Hi 1 (ISO 12800 equivalent), and Hi 2 (ISO 25600 equivalent)
Power sources	• One EN-EL20 Rechargeable Li-ion battery (supplied) • EH-5b AC Adapter; requires EP-5C Power Connector (available separately)
Battery life*1	**Still pictures:** approx. 230 shots with EN-EL20 **Movie recording (endurance for movie recording)***2**:** approx. 1 hour and 10 minutes with EN-EL20
Dimensions (W x H x D)	Approx. 111.0 x 64.3 x 40.3 mm (4.4 x 2.6 x 1.6 in.) excluding projections*3
Weight	Approx. 299 g (10.6 oz), including battery and memory card*3

- Unless otherwise stated, all figures assume a fully-charged battery and an ambient temperature of 23 ±3°C (73.4 ±5.4°F) as specified by the Camera and Imaging Products Association (CIPA).

*1 Figures based on the Camera and Imaging Products Association (CIPA) standards for measuring the endurance of camera batteries. Performance for still pictures measured under the following test conditions: image quality set to JPEG normal, image size set to **Large** (4928 × 3264), and flash fired with every other shot. Movie recording time assumes movie settings of **1920 × 1080; 30p** or **1920 × 1080; 25p**. Performance varies with the condition of the battery, temperature, the interval between shots, and the length of time menus are displayed.

*2 Individual movies can be up to 20 minutes or 29 minutes 59 seconds long; recording may end before these limits are reached if the camera temperature rises.

*3 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.

Genuine capabilities to awaken your potential

COOLPIX P7800

12.2 effective megapixels | **7.1x** Zoom | **7.5 cm/3-in.** vari-angle LCD

Black

f/2–4 NIKKOR zoom lens with 28-200 mm coverage

Superior NIKKOR optics maintain image brightness throughout the zoom range, from f/2 at 28 mm wide, to f/4 at 200 mm telephoto*. Even when zoomed all the way out, images remain brilliant with high optical resolution. The seven-blade iris diaphragm enables beautifully de-focused backgrounds, while the lens-shift VR (Vibration Reduction) system provides compensation for camera shake.

*35mm format equivalent.

Back-illuminated 1/1.7-inch CMOS image sensor

The large CMOS image sensor enables great tonal gradation, and the Back-illuminated structure optimizes CMOS light intake for superior results when shooting at night.

Shooting style flexibility with vari-angle RGBW LCD monitor and electronic viewfinder

Equipped with both a swiveling LCD screen on the rear and a viewfinder on top of the camera, you can choose the shooting style that best suits you. Adopting an RGBW LCD monitor with high-brightness display setting enables superior visibility outdoors.

Usability and expandability much like a D-SLR

Although compact, this camera handles like a D-SLR, with exposure dial, quick menu button, and function buttons for frequently used features. A rich selection of optional accessories lets you customize your photographic experience, including Nikon Creative Lighting System which lets you use this camera's built-in flash as the "commander" to control external Speedlights for synchronized operation. Optional units available for Wi-Fi® and GPS support.

Full HD 1080p movie recording with Movie custom setting

Shoot Full HD 1080p resolution movies. A mode/M mode recording possible. AV stereo output, USB and HDMI for versatile connection, and 30 fps/25 fps switching for flexible output.

Other Features

- Internal ND filter (3-step equivalent)
- Continuous shooting at up to 8 fps (approx.) of up to 6 consecutive images
- Magnesium alloy cover
- Electronic virtual horizon
- RAW (NRW) file format support
- COOLPIX Picture Control
- EXPEED C2 image-processing engine
- WU-1a Wireless Mobile Adaptor for Wi-Fi® support
- Remote flash operation with optional Speedlights
- Accessory terminal for GPS unit, remote cord, and wireless remote controller
- Optional lens hood and remote control available
- Optional 40.5 mm screw-on filter available

Nikon COOLPIX P7800 Specifications

Effective pixels	12.2 million
Lens	NIKKOR lens with 7.1x optical zoom; 6.0-42.8 mm (35mm [135] format equivalent: 28-200 mm); f/2-4
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 800 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro close-up mode: Approx. 2 cm (0.8 in.) to ∞
Monitor	7.5 cm/3-in., approx. 921k-dot, vari-angle TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto), ISO 3200/Hi 1 (equivalent to 6400); (Manual setting is enabled in P/S/A/M exposure modes)
Power sources (Supplied)	EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger
Battery life*3	Approx. 350 shots with EN-EL14 battery
Dimensions (W x H x D)	Approx. 118.5 x 77.5 x 50.4 mm (4.7 x 3.1 x 2.0 in.) excluding projections*5
Weight	Approx. 399 g (14.1 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® is a registered trademark of the Wi-Fi Alliance. Images shown on this page are simulated.

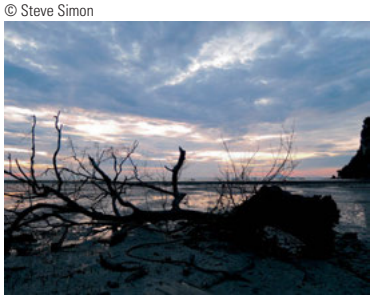
Crafted with an eye for quality, versatility and control

COOLPIX P330

12.2 effective megapixels | **5x** Zoom | **7.5 cm/3-in.** LCD

Black White

© Steve Simon



Bright f/1.8, 5x zoom with wide-angle 24 mm* coverage and advanced lens-shift VR

Built into this compact camera is an f/1.8 NIKKOR lens which incorporates specially crafted High-refractive-index glass to achieve superb image sharpness and contrast. It also features lens-shift VR (Vibration Reduction), which compensates for camera shake by offering the equivalent of a faster shutter speed. The large aperture of f/1.8 is excellent for shooting indoors and in low light while a 7-blade iris diaphragm can render images with natural, beautiful bokeh (background blur).

*35mm format equivalent.

Back-illuminated 1/1.7-in. CMOS image sensor for high image quality

With 12.2 effective megapixels of imaging power, clear high-resolution pictures are yours for the taking. The performance capabilities of a large-size Back-illuminated CMOS image sensor that can receive a substantial amount of light, for results that are beautiful in every detail, especially when taken at night.

Plenty of settings to capture just what you're shooting for

A choice of options is at your command. Just dial P, S, A or M exposure mode, or "U" (User setting) mode to take exactly the picture you want. The front Function button and Command dial for fine control of settings are quick and simple to use. And Nikon's RAW (NRW) file format lets you edit your images freely without image quality degradation.

GPS makes it easy to recall where pictures were taken

Built-in GPS locates where pictures were taken, and log data can be stored for reference or displayed on your PC. An onboard database of approximately 1.86 million POI (Points of Interest) enables you to confirm and record the name of the location.

Clear, smooth Full HD 1080/50i* movie recording with optical zoom and stereo sound

After pressing the button to start shooting a Full HD 1080/50i movie with stereo sound that ensures clear, smooth reproduction.

*30p or 25p is also available.

Other Features

- 7.5 cm/3-in., approx. 921k-dot LCD monitor
- EXPEED C2 image-processing engine
- Scene auto selector
- Record pause function for movie recording
- ACTIVE mode for VR
- COOLPIX Picture Control
- WU-1a Wireless Mobile Adapter for Wi-Fi® support
- Manual focus available

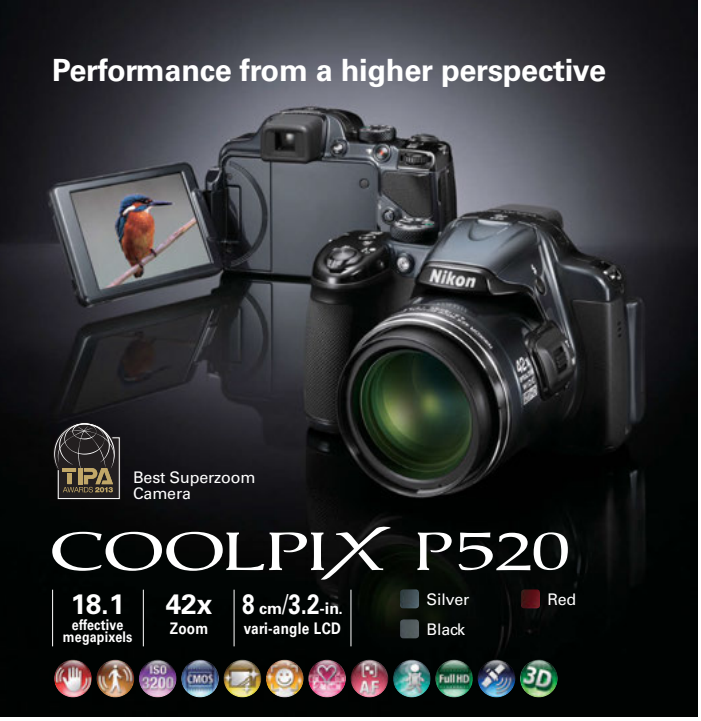
Nikon COOLPIX P330 Specifications

Effective pixels	12.2 million
Lens	NIKKOR lens with 5x optical zoom; 5.1-25.5 mm (35mm [135] format equivalent: 24-120 mm); f/1.8-5.6
Digital zoom magnification	Up to 2x (35mm [135] format equivalent: approx. 240 mm)
Focus range*1	[W]: Approx. 30 cm (1 ft) to ∞, Macro close-up mode: Approx. 3 cm (1.2 in.) to ∞
Monitor	7.5 cm/3-in., approx. 921k-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-3200 (Auto), Hi 1 (equivalent to 6400)/Hi 2 (equivalent to 12800); (Manual setting is enabled in P/S/A/M exposure modes)
Power sources (Supplied)	EN-EL12 Rechargeable Li-ion Battery, EH-69P Charging AC Adapter
Battery life*3	Approx. 200 shots with EN-EL12 battery
Dimensions (W x H x D)	Approx. 103.0 x 58.3 x 32.0 mm (4.1 x 2.3 x 1.3 in.) excluding projections*5
Weight	Approx. 200 g (7.1 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® is a registered trademark of the Wi-Fi Alliance. Images shown on this page are simulated.

Performance from a higher perspective



42x ultra-high-power zoom with advanced lens-shift VR

The tremendous 42x zoom power opens up a fantastic range of possibilities and shooting perspectives for you to explore. To enhance image clarity, advanced lens-shift VR (Vibration Reduction) reliably compensates for camera shake that is more likely to occur when shooting at or around the 42x zoom setting. ACTIVE mode can be used to minimize image blur when shooting from a moving vehicle or any other unstable position, stabilizing both captured and viewfinder images.

Back-illuminated CMOS image sensor for high image quality

18.1 effective megapixels provide plenty of power to deliver high-resolution images. And a high-sensitivity Back-illuminated CMOS image sensor receives more light than conventional sensors to record higher quality images, especially when taking pictures in Night landscape mode using the continuous shot combining technology.

Other Features

- EXPEED C2 image-processing engine
- COOLPIX Picture Control
- Scene auto selector
- WU-1a Wireless Mobile Adapter for Wi-Fi® support
- 19 optimized scene modes
- Full HD 1080/50i movie recording
- Manual focus available

Nikon COOLPIX P520 Specifications

Effective pixels	18.1 million
Lens	NIKKOR lens with 42x optical zoom; 4.3-180 mm (35mm [135] format equivalent: 24-1000 mm); f/3-5.9
Digital zoom magnification	Up to 2x (35mm [135] format equivalent: approx. 2000 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro close-up mode: Approx. 1 cm (0.4 in.) to ∞
Monitor	8 cm/3.2-in., approx. 921k-dot, wide-viewing angle, vari-angle TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto), ISO 3200/Hi 1 (equivalent to 6400); (Manual setting is enabled in P/S/A/M exposure modes), Hi 2 (equivalent to 12800) (High ISO monochrome in Special effects mode)
Power sources (Supplied)	EN-EL5 Rechargeable Li-ion Battery, EH-69P Charging AC Adapter
Battery life*3	Approx. 200 shots with EN-EL5 battery
Dimensions (W x H x D)	Approx. 125.2 x 84.1 x 101.6 mm (5.0 x 3.4 x 4.0 in.) excluding projections*5
Weight	Approx. 550 g (1 lb 3.5 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® is a registered trademark of the Wi-Fi Alliance. Images shown on this page are simulated.

Enjoy the convenience of 30x zoom

Very compact with 30x zoom employing lens-shift VR and Back-illuminated CMOS image sensor

Despite its stylishly compact body, this camera contains a 30x optical zoom for extra-extensive wide-angle 22.5 mm to super-telephoto 675 mm coverage*. It also features a seamless match: the imaging power of 16.0 effective megapixels achieved with the Back-illuminated CMOS image sensor, which maintains excellent picture quality even at night.

*35mm format equivalent.

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Eye-Fi card support
- Easy auto mode and Smart portrait system employed
- Uses readily available R6/AA-size batteries
- Special effects and Filter effects

Nikon COOLPIX L820 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 30x optical zoom; 4.0-120.0 mm (35mm [135] format equivalent: 22.5-675 mm); f/3.0-5.8
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 2700 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 1 cm (0.4 in.) to ∞
Monitor	7.5 cm/3-in., approx. 921k-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	Four LR6/L40 (AA-size) alkaline batteries
Battery life*3	Approx. 320 shots with alkaline, 870 shots with lithium*5, or 540 shots with EN-MH2 batteries
Dimensions (W x H x D)	Approx. 111.0 x 76.3 x 84.5 mm (4.4 x 3.1 x 3.4 in.) excluding projections*6
Weight	Approx. 470 g (1lb 0.6 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 In case of using four AA Energizer® Ultimate lithium batteries.
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.

Tough enough for severe outdoor conditions

18 m/59 ft is the depth this camera can withstand underwater while still performing beautifully. Beyond that, it can withstand temperatures down to -10°C/14°F and the shock of being dropped from heights of up to 2 m/6 ft 6 in., for outstanding capability even under severe conditions. Action control requires just a single hand, even wearing a ski glove or skin-diving glove, to command assigned functions. Such tough integrity can open your eyes to more of the action in mountains, forests and other destinations that await your exploration.

Capture more fun along with great outdoor images

Outdoor shooting is made more memorable when you can capture the complete picture with handy shooting functions. For example, the camera's built-in GPS incorporating POI information (approx. 1.86 million), log functions and World map can not only record the shooting location of a picture or movie — they can even be used to chart journey routes. In the mountains, at sea, and elsewhere, you can monitor the altimeter and depth gauge at chosen regular intervals and graphically display sequences of those readings. The barometer that shows atmospheric pressure values is very useful for forecasting weather. Moreover, data for altitude, water depth, atmospheric pressure, latitude/longitude, compass and date/time can be included on images for posterity.

7.5 cm/3-in. OLED monitor optimizes visibility even outdoors

Technology for vastly higher contrast, clearer color and true blacks goes into a large 7.5 cm/3-in., high-definition OLED monitor reproducing fantastically detailed images that are highly visible during shooting and playback even in strong sunlight or underwater.

Easy Wi-Fi® image transfer helps share great memories

Sharing high-quality images and movies is simple, as the camera can transfer its contents to Wi-Fi®-equipped smartphones, tablets and other smart devices*, for uploading to SNS. You can even use a smart device as a live view display for remote camera shutter release, providing greater freedom to shoot from various angles.

*This function requires installing a Wireless Mobile Utility to the smart device prior to use. This can be downloaded from the application store of each smart device (free).

Other Features

- NIKKOR lens with combination of lens shift and electronic VR (Vibration Reduction)
- EXPEED C2 image-processing engine
- Back-illuminated CMOS image sensor with 16 effective megapixels
- Full HD 1080 movie recording with stereo sound
- Electronic compass
- Displays atmospheric pressure values
- "Erase GPS data" function employed
- "Data imprint" function includes data information such as altitude on images

Nikon COOLPIX AW110 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 5x optical zoom; 5.0-25.0 mm (35mm [135] format equivalent: 28-140 mm); f/3.9-4.8
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 560 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 1 cm (0.4 in.) to ∞
Monitor	7.5 cm/3-in., approx. 614k-dot, OLED monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL12 Rechargeable Li-ion Battery, MH-65 Battery Charger
Battery life*3	Approx. 250 shots with EN-EL12 battery
Dimensions (W x H x D)	Approx. 110.1 x 65.3 x 24.5 mm (4.4 x 2.6 x 1.0 in.) excluding projections*5
Weight	Approx. 193 g (6.9 oz.) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance. Images shown on this page are simulated.

Great fun for the whole family

COOLPIX S31

10.1 effective megapixels | **3x** Zoom | **6.7 cm/2.7-in.** LCD

Safe for the whole family to love

This camera is built to be safe and durable enough for everyone to have fun with. If it is dropped, it can resist the shock of impact from a height of up to 1.2 m/3.9 ft Its beautifully balanced symmetry makes the camera easy for even small hands to grip firmly without slippage. Buttons are optimally positioned for two-handed operation. A back panel space for fingers to rest comfortably also ensures secure handling.

Water resistance to 5 m/16.4 ft depth adds to the fun

Rugged resistance to dirt and water prevents damage to the camera when dropped into or submerged in water down to 5 m/16.4 ft deep, so you can shoot

underwater at greater leisure and without worrying about the camera getting wet at the pool or elsewhere.

Large buttons, with a simple layout and user interface

Elegant simplicity is essential to this camera's smart design. Buttons are carefully positioned and sized so that virtually anyone can manipulate them. Four buttons on the back panel, for example, are logically aligned to facilitate effortless operation. And the user interface menu is not only simple to understand — it is also easy to view, thanks to the large, clear LCD monitor on which it appears.

Share photos with slide show and message exchange functions

A built-in album-making feature lets you create original scrapbooks or slide shows of favorite pictures with animated effects and music. For each picture, two voice messages can be recorded for sharing personal thoughts about precious memories with friends and family.

Other Features

- High-performance NIKKOR lens
- 10.1 effective megapixels achieved with CCD image sensor
- EXPEED C2 image-processing engine
- 9 optimized scene modes
- HD 720p movie recording

Nikon COOLPIX S31 Specifications

Effective pixels	10.1 million
Lens	NIKKOR lens with 3x optical zoom; 4.1-12.3 mm (35mm [135] format equivalent: 29-87 mm); f/3.3-5.9
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 348 mm)
Focus range*1	[W]: Approx. 30 cm (1 ft) to ∞, Shoot closeups, Photograph food, Shoot under water, Mirror, Take soft pictures, Create a diorama effect, Highlight colors: Approx. 5 cm (2 in.) to ∞*4
Monitor	6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*5
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto)
Power sources (Supplied)	EN-EL12 Rechargeable Li-ion Battery, MH-65 Battery Charger
Battery life*3	Approx. 260 shots with EN-EL12 battery
Dimensions (W x H x D)	Approx. 105.4 x 64.8 x 41.5 mm (4.2 x 2.6 x 1.7 in.) excluding projections*6
Weight	Approx. 185 g (6.6 oz) with battery and SD memory card*6

*1 All distances measured from center of the protective glass.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Focus range (from the protective glass).
*5 Not compatible with Multi Media Cards (MMC).
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: HD refers to the ability to record movies in 1280 x 720 format. Images shown on this page are simulated.

I AM YOUR PERFECT MATCH

COOLPIX L620

COOLPIX S6600

COOLPIX S02

COOLPIX P7800

High quality made tiny

COOLPIX S02

13.2 effective megapixels | **3x** Zoom | **6.7 cm/2.7-in.** touch panel LCD

Mirror Silver | Blue | Pink | White

Ultra-compact, ultra-lightweight, stylish body

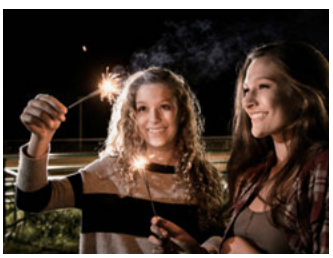
Small enough to hide behind a credit card, the COOLPIX S02 is remarkably compact. Only 77.1 mm (3.1 in.) wide and 51.3 mm (2.1 in.) high, it will fit into your pocket with room to spare. It's so light too, at about 100 g (3.6 oz). The coated stainless steel body helps to reduce scratches, and is available in a variety of colors* including the Mirror silver model that has a unique mirror-like look.

*Color availability may vary according to region.

High performance lens and CMOS image sensor for quality images

The combination of NIKKOR optics and CMOS image sensor captures brilliant images even in low light. With Hand-held night scene and Backlit scene HDR (High Dynamic Range) modes, multiple shots are combined into a single image to assure beautiful photos with less noise and blurring. 13.2 effective megapixels deliver ample performance. Optical 3x zoom goes from 30 mm wide-angle to 90 mm telephoto* while maintaining compactness.

*35mm format equivalent.



Large touch screen makes operation intuitively simple

The large 6.7 cm/2.7-in. monitor displays four icon-based touch buttons for easy operation. There is a shortcut menu for quick access to functions, plus you can even customize the My menu to your preference.

Special effects and Filter effects let you be creative

Shoot artistic images with a selection of Special effects while taking pictures. You can also apply one of the in-camera Filter effects to images already taken, such as Toy camera effect, and Miniature effect.

Full HD 1080p movie recording with stereo sound and HDMI connectivity

HDMI cable available separately.

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Internal memory (approx. 7.3 GB)
- Scene auto selector
- Built-in flash

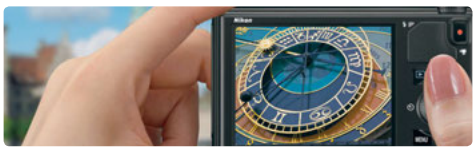
Nikon COOLPIX S02 Specifications

Effective pixels	13.2 million
Lens	NIKKOR lens with 3x optical zoom; 4.1-12.3 mm (35mm [135] format equivalent: 30-90 mm); f/3.3-5.9
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 360 mm)
Focus range*1	[W]: Approx. 30 cm (1 ft) to ∞, Macro mode: Approx. 5 cm (2 in.) to ∞
Monitor	6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor with touch screen control and anti-reflection coating
Storage media	Internal memory (approx. 7.3 GB)
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto)
Power sources (Supplied)	EH-70P Charging AC Adapter
Battery life*3	Approx. 210 shots
Dimensions (W x H x D)	Approx. 77.1 x 51.3 x 17.5 mm (3.1 x 2.1 x 0.7 in.) excluding projections*4
Weight	Approx. 100 g (3.6 oz)*4

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.

Sensational performance stylishly refined



Back-illuminated CMOS image sensor with combination of lens shift and electronic VR in slim, stylish form

The imaging power of 18.1 effective megapixels achieved with the Back-illuminated CMOS image sensor and combination of lens shift and electronic VR (Vibration Reduction) are brilliantly matched for capturing magnificent open landscapes as well as for zooming way in for super-telephoto shots beautifully, even under dim or dark conditions. This comprehensive capability comes together in a compact form that fits so comfortably in your hand that you can easily take it along to enjoy anywhere, without a care.

7.5 cm/3-in. OLED monitor boosts clarity and vividness

The large 7.5 cm/3-in., high-definition OLED monitor reproduces outstanding detail with the help of advanced technology that realizes superior contrast, truer blacks and clearer colors. The camera's operability is also optimized for comfort at all times, in every aspect of overall function, right down to the user-friendly design of the menu operation.

Zoom and share without losing your way (S9500 only)

It's surprising how such a slender form can contain a NIKKOR lens with 22x optical zoom providing glorious, far-ranging 25 mm to 550 mm coverage*1. Yet, this camera embodies an unconventional range in other ways as well, starting with a built-in GPS chip. Not only does it record location data for each shot, it can even keep track of the camera's location when not taking pictures. You will never lose your bearings with the Electronic compass function that lets you check the camera's orientation. There is even a massive onboard database of approx. 1.86 million points of interest (POI) that makes it simple to identify a shooting location on the spot and record the POI for future reference along with the shot. It's also easy to share the results of your shooting expeditions, as Wi-Fi® support lets you send the camera's high-quality images and movies to smart devices for uploading to social networking services*2.

*1 35mm format equivalent.
*2 This function requires installing a Wireless Mobile Utility to the smart device prior to use. This can be downloaded from the application store of each smart device (free).

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Record pause function saves a sequence of desired scenes as a single file
- Special effects that can be applied to both stills and movies
- Full HD 1080p movie recording
- Wi-Fi® support (S9500 only)
- Quick effects for taken images
- Enhanced Glamour retouch

Nikon COOLPIX S9500/S9400 Specifications

Effective pixels	18.1 million
Lens	NIKKOR lens with 22x optical zoom; 4.5-99.0 mm (35mm [135] format equivalent: 25-550 mm); f/3.4-6.3 (S9500) / NIKKOR lens with 18x optical zoom; 4.5-81.0 mm (35mm [135] format equivalent: 25-450 mm); f/3.4-6.3 (S9400)
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 2200mm) (S9500) / Up to 4x (35mm [135] format equivalent: approx. 1800 mm) (S9400)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 1 cm (0.4 in.) to ∞
Monitor	7.5 cm/3-in., approx. 614k-dot, wide-viewing angle, OLED monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL12 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 230 shots with EN-EL12 battery
Dimensions (W x H x D)	Approx. 110.1 x 60.3 x 30.7 mm (4.4 x 2.4 x 1.3 in.) excluding projections*5
Weight	Approx. 205 g (7.3 oz) with battery and SD memory card*5 (S9500) / Approx. 200 g (7.1 oz) with battery and SD memory card*5 (S9400)

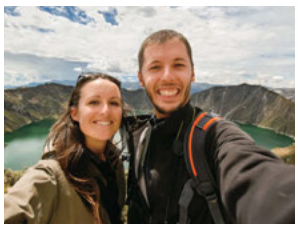
*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance. Images shown on this page are simulated.

Be stylish with more freedom and creativity

COOLPIX S6600

16.0 effective megapixels | **12x** Zoom | **6.7 cm/2.7-in.** vari-angle LCD



Vari-angle LCD screen lets you shoot from a variety of angles, and Gesture control makes self-shooting easy

Not only stylish but incredibly functional, the camera features a vari-angle LCD monitor that can be tilted to various angles to allow shooting from any position. Flip the screen towards yourself for self-shooting. Use Gesture control which recognizes your hand movements to operate the shutter and zoom from a distance, with countdown to give you time to strike a pose. Effective for Full HD 1080/50i movie as well as still shooting.

Wi-Fi® support for easy connection and sharing

Wireless LAN capability gives you the freedom to transfer photos taken with the camera to other smart devices with Wi-Fi® such as smartphones and tablets* for uploading to NIKON IMAGE SPACE, as well as Facebook, Twitter and other social networking sites. Location (GPS) information can be added to photos when using smart devices.

*This function requires installing a Wireless Mobile Utility to the smart device prior to use. This can be downloaded from the application store of each smart device (free).

High-performance imaging capabilities in a stylish compact body

The Back-illuminated CMOS image sensor with 16.0 effective megapixels lets you take brilliant pictures even in low light situations. The 12x zoom lens offers coverage from wide-angle 25 mm to telephoto 300 mm*. Even when self-shooting, you can count on lens-shift VR (Vibration Reduction) to keep your image consistently clear.

*35mm format equivalent.

Special effects/Quick effects and creative features for the image you want

Shoot creatively with Special effects such as Mirror while taking pictures. Quick effects can be added to taken images, such as Soft portrait to blur the background while keeping up to 3 people sharply focused. Take more expressive portraits with Glamour retouch functions such as Brighten faces, Hide eye bags, Whiten eyes, Whiten teeth, Redden cheeks, Skin softening, Small face and Big eyes. Eye color correction for pets is also possible.

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Target finding AF
- Smart portrait system
- Scene auto selector
- Smile timer continuous mode

Nikon COOLPIX S6600 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 12x optical zoom; 4.5-54.0 mm (35mm [135] format equivalent: 25-300 mm); f/3.3-6.3
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 1200 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 2 cm (0.8 in.) to ∞
Monitor	6.7 cm/2.7-in., approx. 460k-dot, vari-angle TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200/Hi 1 (equivalent to 6400); (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL19 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 150 shots with EN-EL19 battery
Dimensions (W x H x D)	Approx. 96.9 x 57.1 x 27.2 mm (3.9 x 2.3 x 1.1 in.) excluding projections*5
Weight	Approx. 165 g (5.9 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance. Facebook® is a registered trademark of Facebook Inc. Google+ logo is a trademark of Google Inc. Images shown on this page are simulated.

Smart from every perspective

COOLPIX S6500

16.0 effective megapixels | **12x** Zoom | **7.5 cm/3-in.** LCD

Silver, Black, Red, Blue, White, Orange

12x optical zoom with wide-angle 25 mm coverage*

The wide-angle 25 mm to super-telephoto 300 mm coverage* of the 12x optical zoom provides an exceptionally versatile range to a slim, stylish, comfortable-to-hold camera.

*35mm format equivalent.

Wi-Fi® compatibility keeps you smartly connected

Wireless LAN capability gives you the freedom to transfer photos and movies taken with the camera to other smart devices with Wi-Fi®, such as smartphones and tablets*.

*This function requires installing a Wireless Mobile Utility to the smart device prior to use. This can be downloaded from the application store of each smart device (free).

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing engine
- Smile timer continuous mode for best smile function
- Special effects available when shooting pictures or movies
- Quick effects for taken images
- Full HD movie recording
- 7.5 cm/3-in., approx. 460k-dot LCD monitor

Nikon COOLPIX S6500 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 12x optical zoom; 4.5-54.0 mm (35mm [135] format equivalent: 25-300 mm); f/3.1-6.5
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 1200 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 8 cm (3.2 in.) to ∞
Monitor	7.5 cm/3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL19 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 150 shots with EN-EL19 battery
Dimensions (W x H x D)	Approx. 95.4 x 58.3 x 26.3 mm (3.8 x 2.3 x 1.1 in.) excluding projections*5
Weight	Approx. 153 g (5.4 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Aim to impress

COOLPIX S5200

16.0 effective megapixels | **6x** Zoom | **7.5 cm/3-in.** LCD

Silver, Black, Red, Blue, Plum

16.0 effective megapixels with Back-illuminated CMOS image sensor

Night landscape and Backlighting modes can be used to particularly brilliant effect. The Back-illuminated CMOS image sensor produces optimal results with minimal noise when shooting at high sensitivity (ISO) settings. The pure imaging power of 16.0 effective megapixels enhances the sharpness of high-resolution images.

6x optical zoom and highly efficient lens-shift VR

The 6x zoom lens covering a wide-angle 26 mm to telephoto 156 mm focal range* provides beautiful results from every perspective. Furthermore, lens-shift VR (Vibration Reduction) helps to keep images consistently clear, effectively compensating for camera shake in a way similar to a faster shutter speed.

*35mm format equivalent.

Other Features

- High-performance NIKKOR lens
- Quick effects for taken images
- EXPEED C2 image-processing engine
- Special effects available when shooting pictures or movies
- Wi-Fi® support
- Enhanced Glamour retouch
- 7.5 cm/3-in., approx. 460k-dot LCD monitor

Nikon COOLPIX S5200 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 6x optical zoom; 4.6-27.6 mm (35mm [135] format equivalent: 26-156 mm); f/3.5-6.5
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 624 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 5 cm (2 in.) to ∞
Monitor	7.5 cm/3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL19 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 160 shots with EN-EL19 battery
Dimensions (W x H x D)	Approx. 97.7 x 58.4 x 21.3 mm (3.9 x 2.3 x 0.9 in.) excluding projections*5
Weight	Approx. 146 g (5.2 oz) with battery and SD memory card*5

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance. Images shown on this page are simulated.

Extend your reach in your own elegant way

COOLPIX S3500

20.1 effective megapixels | **7x** Zoom | **6.7 cm/2.7-in.** LCD

Silver, Black, Red, Purple, Orange, Pink, Decorative Pink, Decorative Blue

20.1 effective megapixels of pure imaging power

This camera is capable of outstanding picture quality with 20.1 effective megapixels achieved by a CCD image sensor yielding high-resolution images in fine detail.

Get creative with Quick effects and Glamour retouch

To add a touch of beauty using in-camera Quick effects, just shoot a photo, select and apply an effect, and save the result. When editing an image, you can apply effects to it in as many variations as you like, because the original image is safely, separately stored away. Moreover, Glamour retouch now has five new functions to make faces in pictures look even more vivid.

High-contrast monochrome

Miniature effect

Without Big eyes and Redden cheeks

▶ With Big eyes and Redden cheeks

Other Features

- High-performance NIKKOR lens
- Special effects available when shooting pictures or movies
- Smart portrait system
- Scene auto selector
- 6.7 cm/2.7-in. LCD monitor
- EXPEED C2 image-processing engine
- Eye-Fi card support

Nikon COOLPIX S3500 Specifications

Effective pixels	20.1 million
Lens	NIKKOR lens with 7x optical zoom; 4.7-32.9 mm (35mm [135] format equivalent: 26-182 mm); f/3.4-6.4
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 728 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 5 cm (2 in.) to ∞
Monitor	6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto), ISO 3200*5 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL19 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 220 shots with EN-EL19 battery
Dimensions (W x H x D)	Approx. 96.8 x 57.8 x 20.5 mm (3.9 x 2.3 x 0.9 in.) excluding projections*6
Weight	Approx. 129 g (4.6 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Setting is available only for image sizes of 4M or less.
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Picture your memories with simple, distinctive style

COOLPIX S2700

16.0 effective megapixels | **6x** Zoom | **6.7 cm/2.7-in.** LCD

Silver, Black, Red, Blue, Purple, Decorative Purple, Decorative Pink

Slim, family-friendly 6x zoom compact with wide-angle 26 mm coverage*

It's simple for anyone to get just what he or she is looking for with this compact camera. A NIKKOR lens with 6x optical zoom covering a wide-angle 26 mm to telephoto 156 mm range*. An operation system that is always simple and reliably familiar. With this much fun in hand, everyone can have a great time shooting images to remember.

*35mm format equivalent.

Scene auto selector simply activates the optimal mode

Everyone can take images easily. Scene auto selector automatically selects the most suitable of six scene modes: Portrait, Night portrait, Landscape, Night landscape, Backlighting or Close-up. The camera uses data to determine automatically which scenes is most suitable. So without making complicated settings, everyone can consistently capture images that look as great as he or she imagines they should look.

Other Features

- High-performance NIKKOR lens
- 16.0 effective megapixels
- EXPEED C2 image-processing engine
- Special effects and Filter effects
- HD 720p movie recording
- Smart portrait system
- Subject tracking

Nikon COOLPIX S2700 Specifications

Effective pixels	16.0 million
Lens	NIKKOR lens with 6x optical zoom; 4.6-27.6 mm (35mm [135] format equivalent: 26-156 mm); f/3.5-6.5
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 624 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 5 cm (2 in.) to ∞
Monitor	6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto), ISO 3200*5 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	EN-EL19 Rechargeable Li-ion Battery, EH-70P Charging AC Adapter
Battery life*3	Approx. 210 shots with EN-EL19 battery
Dimensions (W x H x D)	Approx. 94.8 x 57.8 x 20.8 mm (3.8 x 2.3 x 0.9 in.) excluding projections*6
Weight	Approx. 125 g (4.5 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 Setting is available only for image sizes of 4M (2272 x 1704), 2M (1600 x 1200) or VGA (640 x 480)
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: HD refers to the ability to record movies in 1280 x 720 format. Images shown on this page are simulated.

Capture the essence of life easily

COOLPIX L28

20.1 effective megapixels | **5x** Zoom | **7.5 cm/3-in.** LCD

Silver, Black, Red, Pink

20.1 effective megapixels of pure imaging power

The 20.1 effective megapixels provided by the CCD image sensor yield high resolution, fine detail and superb image quality. Nikon's EXPEED C2 image-processing engine renders pictures quickly and faithfully, ensuring that all onboard systems run with optimal speed and efficiency.

Easy auto mode

With Easy auto mode, you can simply turn on the camera and start shooting. Its scene auto selector function determines range, lighting and subject type before selecting the most appropriate scene mode from among Portrait, Night portrait, Night landscape, Landscape, Backlighting and Close-up.

Other Features

- High-performance NIKKOR lens
- Smart portrait system
- Easy-to-hold handgrip design
- Color variations for aluminum lens ring and lens barrel
- Motion blur reduction
- Stylish body with high-grade metallic exterior
- Uses readily available R6/AA-size batteries

Nikon COOLPIX L28 Specifications

Effective pixels	20.1 million
Lens	NIKKOR lens with 5x optical zoom; 4.6-23.0 mm (35mm [135] format equivalent: 26-130 mm); f/3.2-6.5
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 520 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 10 cm (4 in.) to ∞
Monitor	7.5 cm/3-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto)
Power sources (Supplied)	Two LR6/L40 (AA-size) alkaline batteries
Battery life*3	Approx. 280 shots with alkaline, 890 shots with lithium*5, or 530 shots with EN-MH2 batteries
Dimensions (W x H x D)	Approx. 95.4 x 59.8 x 29.0 mm (3.8 x 2.4 x 1.2 in.) excluding projections*6
Weight	Approx. 164 g (5.8 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 In case of using two AA Energizer® Ultimate lithium batteries.
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Capture the moment with a genuine compact

COOLPIX L27

16.1 effective megapixels | **5x** Zoom | **6.7 cm/2.7-in.** LCD

Silver, Black, Red, White, Decorative Purple

5x zoom with wide-angle capability

The NIKKOR lens with 5x optical zoom covers a focal range from wide-angle 26 mm to telephoto 130 mm*. This makes it easy to capture group pictures and landscapes at the wide-angle position, or capture expressive close-ups from a distance with the telephoto position.

*35mm format equivalent.

One-touch 720p HD movie recording

Anytime you wish to shoot a movie clip instead of a still picture, just push the movie record button.

Other Features

- High-performance NIKKOR lens
- 6.7 cm/2.7-in. LCD monitor
- Smart portrait system
- Easy-to-hold handgrip design
- Motion blur reduction
- Stylish body with high-grade metallic exterior
- Uses readily available R6/AA-size batteries

Nikon COOLPIX L27 Specifications

Effective pixels	16.1 million
Lens	NIKKOR lens with 5x optical zoom; 4.6-23.0 mm (35mm [135] format equivalent: 26-130 mm); f/3.2-6.5
Digital zoom magnification	Up to 4x (35mm [135] format equivalent: approx. 520 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 10 cm (4 in.) to ∞
Monitor	6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 80-1600 (Auto)
Power sources (Supplied)	Two LR6/L40 (AA-size) alkaline batteries
Battery life*3	Approx. 200 shots with alkaline, 650 shots with lithium*5, or 360 shots with EN-MH2 batteries
Dimensions (W x H x D)	Approx. 96.4 x 59.2 x 28.9 mm (3.8 x 2.4 x 1.2 in.) excluding projections*6
Weight	Approx. 161 g (5.7 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 In case of using two AA Energizer® Ultimate lithium batteries.
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: HD refers to the ability to record movies in 1280 x 720 format. Images shown on this page are simulated.

Quality and simplicity within your grasp

COOLPIX L620

18.1 effective megapixels | **14x** Zoom | **7.5 cm/3-in.** LCD

Black Red

18.1 effective megapixels with Back-illuminated CMOS image sensor

The Back-illuminated CMOS image sensor contributes to following benefits:

- **High quality images even in low light situations**
- **Continuous shot combining technology**

  By combining multiple shots into a single image, this technology reduces blur and noise, enabling beautiful shots with a handheld camera even in dark environments.
- **Variety of continuous shooting**

  Equipped with High-speed continuous shooting, and others. These functions offer increased processing speed to capture rapidly moving subjects such as sports and pets.
- **Full HD 1080/50i movie recording**

14x optical zoom with highly efficient lens-shift VR

The 14x zoom lens offers coverage from wide-angle 25 mm to telephoto 350 mm*. And with lens-shift VR (Vibration Reduction), images remain consistently clear with less blur.

*35mm format equivalent.

Leave it to the camera to take great shots

With Easy auto mode the camera automatically selects the appropriate Scene mode to match the shot being taken. In Auto mode, let Target finding AF take beautiful shots in any scene effortlessly since it immediately locates your intended subject and optimizes the focus accordingly. Take shots with lots of smiles, since Smile timer (BSS) automatically releases the shutter 5 times in quick succession, then stores the photo with the best smile.

Compact body with solid hold for steady shots

In addition to being compact and easy to carry around, the body shape and texture offers a comfortable grip for steady shooting.

Creative filter and effects

Choose from 8 filters, including Toy camera and Fisheye, or use Special effects like High-contrast monochrome and Nostalgic sepia to spice up your shots.

Nostalgic sepia

Other Features

- High-performance NIKKOR lens
- Powered by commonly available R6/AA-size batteries
- EXPEED C2 image-processing engine
- Smart portrait system
- Special effects and Filter effects
- Eye-Fi card support

Nikon COOLPIX L620 Specifications

Effective pixels	18.1 million
Lens	NIKKOR lens with 14x optical zoom; 4.5-63.0 mm (35mm [135] format equivalent: 25-350 mm); f/3.3-5.9
Digital zoom magnification	Up to 2x (35mm [135] format equivalent: approx. 700 mm)
Focus range*1	[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 1 cm (0.4 in.) to ∞
Monitor	7.5 cm/3-in., approx. 460k-dot, TFT LCD monitor with anti-reflection coating
Storage media	SD/SDHC/SDXC memory card*4
ISO sensitivity (Standard output sensitivity)*2	ISO 125-1600 (Auto), ISO 3200 (Manual setting is enabled in Auto mode)
Power sources (Supplied)	Two LR6/L40 (AA-size) alkaline batteries
Battery life*3	Approx. 150 shots with alkaline, 660 shots with lithium*5, or 410 shots with EN-MH2 batteries
Dimensions (W x H x D)	Approx. 108.3 x 68.7 x 34.1 mm (4.3 x 2.8 x 1.4 in.) excluding projections*6
Weight	Approx. 237 g (8.4 oz) with battery and SD memory card*6

*1 All distances measured from center of front surface of lens.
*2 Depending on the conditions, certain settings may not be configured.
*3 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (+/-3°C); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal. In a cold environment, the number of shots may decrease according to the battery characteristics.
*4 Not compatible with Multi Media Cards (MMC).
*5 In case of using two AA Energizer® Ultimate Lithium batteries.
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.

Notes: Full HD refers to the ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.

COOLPIX PREMIUM FEATURES

Optical Vibration Reduction (VR)

Various optical camera-shake compensation technologies are harnessed to ensure beautifully clear and sharp images, including lens-shift VR.

Motion Blur Reduction

Beautiful, clear images can be taken with Motion blur reduction thanks to the Motion detection function that automatically selects a faster shutter speed and higher ISO (light sensitivity) setting to compensate for subject movement or camera shake.

High Sensitivity

High ISO capability permits the maximum use of available natural light, avoiding the need for flash or long exposure times. By enabling the selection of faster shutter speeds, it also makes it easier to capture fast-moving subjects with greater clarity.

Back-illuminated CMOS Image Sensor

Back-illuminated structure improves image sensor sensitivity and noise reduction to realize increased performance in night scenes or dark indoor situations.

CMOS Image Sensor

CMOS image sensor affords fast processing speed while requiring low power consumption.

Clear Color Display

Nikon's innovative Clear color display technology improves visibility for a more vivid, clearer image preview and playback.

The Clear color difference

Touch Screen

Simply touch the screen to select your subject, lock autofocus and exposure, zoom in for close-ups, or to scroll through and select images for viewing.

Smart Portrait System

Each of the advanced functions of the Smart portrait system is designed to help produce consistently great portraits.

- **Skin Softening**
- **Face-Priority AF**
- **Smile Timer**
- **Blink Warning**
- **Blink Proof**
- **In-Camera Red-Eye Fix**

*Availability of functions featured on the Smart portrait system varies according to camera model.

Scene Auto Selector/ Easy Auto Mode

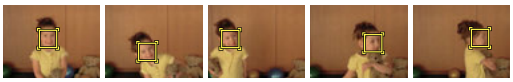
These functions provide quick, carefree picture-taking in a variety of situations by determining the subject and surrounding conditions, and then automatically selecting the appropriate scene mode for the shot*.

*Available as 'Point and Shoot' on the S31.

Target Finding AF

Target finding AF instantaneously assesses the intended subject and automatically adjusts the AF area according to its size to assure clearly focused images.

Subject Tracking



Subject tracking enhances your shooting experience by following the movement of your subject.

Full HD Movie **HD Movie**

COOLPIX cameras that carry the Full HD logo can record at 1920 x 1080 pixels (1080p).

Those marked with the HD logo can record at 1280 x 720 pixels (720p).

Rugged Reliability

Water-resistant, shock-resistant, and weather-resistant COOLPIX models are built tough enough to perform well while enjoying outdoor activities at any time of the year.

Built-in GPS

A high-performance GPS chip records the latitude and longitude, locating where each picture was taken.

Built-in World Map

Offers a handy reference by displaying the location where pictures were taken, or the route defined by log records made using the GPS chip.

3D Photography

3D image shooting capability makes it easy to create composite images that achieve realistic playback on 3D-capable TVs and computers.

Wireless Image Transfer

The camera has a built-in communication function that allows transmission of still images and movies over wireless LAN networks.

Notes: Feature availability varies according to camera model. Images shown on this page are simulated.

I AM AT THE HEART OF THE IMAGE

www.europe-nikon.com

Microsoft®, Windows®, Windows Vista™, Windows® 7, and Windows® 8 are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Macintosh®, Mac® OS and QuickTime® are either registered trademarks or trademarks of Apple Inc. in the United States and/or other countries. The SDXC logo is a registered trademark of SD-3C, LLC in the United States and/or other countries. PictBridge is a trademark. The Digital Optics Corporation logo is a trademark. The iFrame logo and the iFrame symbol are trademarks of Apple Inc. Products and brand names are trademarks or registered trademarks of their respective companies. iMovie, Mac, and the Mac logo are trademarks of Apple Inc., registered in the U.S. and other countries. The Works with iMovie logo is a trademark of Apple Inc. "ZENRIN" is a registered trademark of ZENRIN CO., LTD. NAVTEQ Maps is a trademark of NAVTEQ. Products and brand names are trademarks or registered trademarks of their respective companies. Images on displays shown in this brochure are simulated.

Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. September 2013 ©2013 Nikon Corporation

WARNING **TO ENSURE CORRECT USAGE, READ MANUALS CAREFULLY BEFORE USING YOUR EQUIPMENT. SOME DOCUMENTATION IS SUPPLIED ON CD-ROM ONLY.**

Visit the Nikon Europe website at: **www.europe-nikon.com**

iamnikon.com

Nikon Europe B.V. Tripolis 100, Burgerweeshuispad 101, 1076 ER Amsterdam, The Netherlands
Nikon U.K. Ltd. Nikon House, 380 Richmond Road, Kingston upon Thames, Surrey KT2 5PR, U.K. **www.nikon.co.uk**
NIKON CORPORATION Shin-Yurakucho Bldg., 12-1, Yurakucho 1-chome, Chiyoda-ku, Tokyo 100-8331, Japan **www.nikon.com**

En