I AM A NIKON COOLPIX

NIKON COOLPIX COMPACT DIGITAL CAMERA SPRING 2015

www.nikon-asia.com
Stand out performance in style

The stylishly slim and lightweight body slips into your pocket and bag effortlessly, making it ideal to take on trips or for every day use. The body features use of aluminum alloy for a refined finish, and gently tapering rounded edges for a comfortable hold. Available in an eye-catching selection of colors* to fit your lifestyle.

*Color availability may vary according to region.

Easily capture beautiful memories

20.1 effective megapixels deliver detailed, high-resolution images. Each shot is taken with optimized settings thanks to the Scene auto selector which chooses the most appropriate from among 10 modes. Subjects will be clearly in focus since Target finding AF automatically detects your intended subject within the frame. These features together make sure your memories will look their best.

Brilliant results from wide-angle to telephoto

This small and slim camera offers 8x optical zoom, and the Dynamic Fine Zoom increases zoom capability to 16x* without compromises the high resolution. Take magnificent landscapes and group photos in wide-angle, zoom in close to faraway subjects to beautifully capture everything from ancient monuments to priceless moments. Lens-shift Vibration Reduction (VR) image stabilization helps to provide a steady picture at any zoom range. With the 4-Axis Hybrid VR, you can shoot sharp and steady movie clips even while walking or from a moving vehicle.

*Magnification of Dynamic Fine Zoom is calculated from the maximum wide-angle position of optical zoom.

Connect wirelessly with Wi-Fi® and NFC

Easily transfer photos to a smart device with the support of both Wi-Fi® and NFC*. Not only can images be transferred wirelessly, remotely control your camera through smart devices is also made possible**. Take selfies from a distance or commemorate a special day with a group shot, then share your images wirelessly right away.

**This function requires installing Nikon's 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 system
- HD 720/30p movie recording
- Quick effects and Special effects
- 12 Glamour retouch options
- Panorama assist

Note: HD refers to this camera's ability to record movies in 1280 x 720 format. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance. The N Mark is a trademark or registered trademark of NFC Forum, Inc. in the United States and in other countries. Android is a trademark of Google Inc.
Experience new ways to express your world

A new way to shoot and enjoy photography
Gesture Control lets you shoot photos or videos simply by waving your hand in a pre-set direction. There’s even a built-in Camera stand and Front shutter-release button. Look at the world in a new way, and be part of the scene.

Share your memories with wireless simplicity
Wi-Fi® and Near Field Communication (NFC) are supported so you can easily transfer photos to a smart device. Connecting to Wi-Fi®* is easy enough with a dedicated button, but with NFC it’s simply a matter of tapping the NFC-compatible device. You can even pre-select images to send to your smartphone or tablet. Either way, it’s a breeze to share your memories on social networking sites.

Smart performance in a compact body
Shoot images with solid results thanks to the lens-shift Vibration Reduction (VR), and operation is a breeze with the 7.5 cm/3-in touch panel LCD. Record Full HD 1080/60i movies with reduced jitter by virtue of a 4-Axis Hybrid VR.

It’s so easy to explore your creativity
With Glamour mode, you can view the live image and apply the pre-defined effects before shooting. While still in the same mode, you may also make a Self-collage that fits 4 or 9 shots together into a single photo.

Other Features
- High-performance NIKKOR lens
- EXPEED C2 image-processing system
- Target finding Autofocus (AF)
- Quick effects and Special effects
- Red-eye correction
- Scene auto selector

Notes: Full HD refers to this camera’s 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. The N Mark is a trademark or registered trademark of NFC Forum, Inc. in the United States and in other countries.
Precious moments keep shining in style

Slim body you’ll want to carry
With a slim profile that’s approximately 19.8 mm (0.8 in.) thick, this camera slips into your pocket or handbag effortlessly. The stylish design serves to accentuate the slimness, and with a variety of color* choices, you can find the best match for your style.

*Color availability may vary according to region.

Capture memories beautifully down to each detail
20.1 effective megapixels deliver detailed, high-resolution images. This small and slim camera offers 5x optical zoom to shoot everything from scenic landscapes to expressive close-ups, and the Dynamic Fine Zoom increases zoom capability to 10x* without compromising the high resolution.

*Magnification of Dynamic Fine Zoom is calculated from the maximum wide-angle position of optical zoom.

Let the camera do the work
All you have to do is power up and shoot as the camera’s Scene auto selector automatically activates to detect scene characteristics and select the best from among 10 scene modes. Every shot you take will be with optimized settings, ensuring beautiful results. Target finding AF automatically detects your intended subject within the scene to keep it in clear focus.

Being creative can be effortless
Choose from 8 Special effects that are applicable during shooting, and 6 Quick effects that can be applied after shooting. Either way, you’ll be creating images that are fun to watch and share.

Have fun with portraits and selfies
Glamour retouch lets you add “makeup” effects to people’s faces and create livelier portraits and selfies. Apply Foundation, Lipstick, Mascara, Eye shadow and more, to already shot images. A total of 12 glamorous effects are available.

Other Features
- High-performance NIKKOR lens
- EXPEED C2 image-processing system
- HD 720p movie recording
- Subject tracking
- Smart portrait mode

Note: HD refers to this camera’s ability to record movies in 1280 x 720 format.
Leave it to the camera to shoot great pictures

Shoot beautiful images effortlessly in any situation. Simply turn on the camera and start shooting, as the Scene auto selector automatically picks the appropriate scene mode.

 Runs on handy R6/AA-size batteries

Travel without worry of running low on power as the camera is operated by easily attainable R6/AA-size alkaline or rechargeable batteries.

Built to make your memories shine

Achieve high-resolution images with 16.1 effective megapixels, and the 5x optical zoom that offers a wide-angle view equivalent to a 26 mm* lens.

*35mm format equivalent.

Variety of creative built-in effects

Choose from 5 Special effects that are applicable before shooting, and 7 Quick effects that can be applied after capturing an image. Either way, you will be creating images that are fun to share.

Quick effects

Fisheye

Toy camera effect 1

Other Features

- High-performance NIKKOR lens
- EXPEED C2 image-processing system
- Quick effects and Special effects
- Smart portrait mode
- Easy-to-hold handgrip design
- HD 720 movie recording

Note: HD refers to this camera’s ability to record movies in 1280 x 720 format.
Various optical camera-shake compensation technologies are harnessed to ensure beautifully clear and sharp images, including lens-shift VR.

**Optical Vibration Reduction (VR)**

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.

**Motion Blur Reduction**

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.

**High ISO**

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

**Backside Illumination CMOS Image Sensor**

After zooming optically to full telephoto, you can go beyond the magnification using Dynamic Fine Zoom. Unlike conventional digital zoom, this extended zoom does not degrade picture quality in the process.

**Dynamic Fine Zoom**

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

**Clear Color Display**

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.

**Touch Screen**

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*.

**Scene Auto Selector/ Easy Auto Mode**

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

**Target Finding AF**

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

**Subject Tracking**

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).

**Full HD Movie**

**HD Movie**

The camera has a built-in communication function that allows transmission of still images and movies over wireless LAN networks and Near Field Communication (NFC). NFC support enables instant Wi-Fi connection by simply touching a smart device with the camera.

**Built-in Wi-Fi®/NFC**

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
### SPECIFICATIONS

<table>
<thead>
<tr>
<th>Model</th>
<th>Number of effective pixels</th>
<th>Lens</th>
<th>Digital zoom magnification</th>
<th>Focus range*1</th>
<th>Monitor</th>
<th>Storage media</th>
<th>ISO sensitivity (Standard output sensitivity)*3</th>
<th>Power sources</th>
<th>Battery life of still shooting*4</th>
<th>Dimensions (W x H x D)</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOLPIX S2900</td>
<td>20.1 million</td>
<td>NIKKOR lens with 5x optical zoom; 4.6-23.0 mm (35mm [135] format equivalent: 26-130 mm); f/3.2-6.5</td>
<td>Up to 4x (35mm [135] format equivalent: approx. 520 mm)</td>
<td>[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 10 cm (4 in.) to ∞ (wide angle position)</td>
<td>6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor</td>
<td>SD/SDHC/SDXC memory card*2</td>
<td>ISO 80-1600, ISO 3200 (available when using Auto mode)</td>
<td>Rechargeable Li-ion Battery EN-EL19 Charging AC Adapter EH-70P</td>
<td>Approx. 250 shots with EN-EL19 battery</td>
<td>Approx. 94.5 x 58.6 x 19.8 mm (3.8 x 2.4 x 0.8 in.) excluding projections*6</td>
<td>Approx. 119 g (4.2 oz) including battery and memory card*5</td>
</tr>
<tr>
<td>COOLPIX S3700</td>
<td>20.1 million</td>
<td>NIKKOR lens with 8x optical zoom; 4.5-36.0 mm (35mm [135] format equivalent: 25-200 mm); f/3.7-6.6</td>
<td>Up to 4x (35mm [135] format equivalent: approx. 800 mm)</td>
<td>[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 2 cm (0.8 in.) to ∞ (wide angle position)</td>
<td>6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor with anti-reflection coating</td>
<td>SD/SDHC/SDXC memory card*2</td>
<td>ISO 80-1600, ISO 3200 (available when using Auto mode)</td>
<td>Rechargeable Li-ion Battery EN-EL19 Charging AC Adapter EH-70P</td>
<td>Approx. 240 shots with EN-EL19 battery</td>
<td>Approx. 95.9 x 58.0 x 20.1 mm (3.8 x 2.3 x 0.8 in.) excluding projections*6</td>
<td>Approx. 118 g (4.2 oz) including battery and memory card*5</td>
</tr>
<tr>
<td>COOLPIX S6900</td>
<td>16.0 million</td>
<td>NIKKOR lens with 12x optical zoom; 4.5-54.0 mm (35mm [135] format equivalent: 25-300 mm f/3.3-6.3</td>
<td>Up to 4x (35mm [135] format equivalent: 1200 mm)</td>
<td>[W]: Approx.50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 2 cm (0.8 in.) to ∞ (wide angle position)</td>
<td>3-in., approx. 460k-dot, var-angle TFT LCD touch panel with anti-reflection coating</td>
<td>SD/SDHC/SDXC memory card*2</td>
<td>ISO 125-1600, ISO 3200, 6400 (available when using Auto mode)</td>
<td>Rechargeable Li-ion Battery EN-EL19 Charging AC Adapter EH-71P</td>
<td>Approx. 190 shots with EN-EL19 battery</td>
<td>Approx. 99.4 x 58.0 x 27.9 mm (4.0 x 2.3 x 1.1 in.) excluding projections*6</td>
<td>Approx. 181 g (6.4 oz) including battery and SD memory card*5</td>
</tr>
<tr>
<td>COOLPIX L31</td>
<td>16.1 million</td>
<td>NIKKOR lens with 5x optical zoom; 4.6-23.0 mm (35mm [135] format equivalent: 26-130 mm); f/3.7-6.5</td>
<td>Up to 4x (35mm [135] format equivalent: approx. 520 mm)</td>
<td>[W]: Approx. 50 cm (1 ft 8 in.) to ∞, Macro mode: Approx. 10 cm (4 in.) to ∞ (wide angle position)</td>
<td>6.7 cm/2.7-in., approx. 230k-dot, TFT LCD monitor</td>
<td>SD/SDHC/SDXC memory card*2</td>
<td>ISO 80-1600</td>
<td>Two LR6/L40 (AA-size) alkaline batteries</td>
<td>Approx. 200 shots with alkaline, 750 shots with lithium*, or 500 shots with EN-MH2 batteries</td>
<td>Approx. 96.4 x 59.4 x 28.9 mm (3.8 x 2.4 x 1.2 in.) excluding projections*6</td>
<td>Approx. 160 g (5.7 oz) including battery and SD memory card*5</td>
</tr>
</tbody>
</table>

*1 All distances measured from center of front surface of lens.  
*2 Not compatible with Multi Media Cards (MMC).  
*3 Depending on the conditions, certain settings may not be configured.  
*4 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.  
*5 In case of using two or four AA Energizer® Ultimate Lithium batteries.  
*6 Method of noting dimensions and weight is in accordance with CIPA DCG-002-2012 guideline.
I AM AT THE HEART OF THE IMAGE

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Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. Colour availability may vary according to region.

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

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