I AM A NIKON COOLPIX

I AM THE NIKON COOLPIX COMPACT DIGITAL CAMERA LINEUP
SPRING 2013

Viewfinder pictured on the Coolpix A is sold separately
Capture magic moments every day

**COOLPIX A**
- 16.2 MP CMOS
- 7.5 cm/3-in. LCD

**COOLPIX P520**
- 18.1 MP CMOS
- 42x Zoom
- 8 cm/3.2-in. LCD

**COOLPIX P330**
- 12.2 MP CMOS
- 5x Zoom
- 7.5 cm/3-in. 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. 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 S2700**
- 16.0 MP CMOS
- 6x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX S3500**
- 20.1 MP CMOS
- 7x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX S31**
- 10.1 MP CMOS
- 5x Zoom
- 6.7 cm/2.7-in. LCD

**COOLPIX AW110**
- 16.0 MP CMOS
- 5x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX L820**
- 16.0 MP CMOS
- 30x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX L28**
- 16.0 MP CMOS
- 5x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX L27**
- 16.1 MP CMOS
- 7.1x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX P7700**
- 16.0 MP CMOS
- 14x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX L610**
- 16.0 MP CMOS
- 10x Zoom
- 8.7 cm/3.5-in. LCD

**COOLPIX S800c**
- 10.1 MP CMOS
- 3x Zoom
- 8.2 cm/3.25-in. LCD

**COOLPIX S01**
- 16.0 MP CMOS
- 14x Zoom
- 7.5 cm/3-in. LCD

**COOLPIX L610**
- 16.0 MP CMOS
- 10x Zoom
- 8.7 cm/3.5-in. LCD

Note: Camera lineup and color availability may vary according to region.
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.

**The Palm-Sized Maestro**

Compact Size. Prime Performance.

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

The fine optics of this ultra-compact 18.5mm* f/2.8 NIKKOR lens are especially 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 18.5mm* 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.

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.

Every operation is a pleasure to perform

The buttons, dials and switches are all crafted to assure comfort in every operation. With manual options like focus ring adjustment (featuring autofocus with manual override), you wield precision control that can be useful when you want to inject your own creative intention into an image. What's more, most of the operation system and GUI are consistent with Nikon D-SLRs, so you can be confident using the COOLPIX A as a substitute for a D-SLR.

Extensive range of accessories

There are plenty of optional accessories available to make your photography even more creative and enjoyable. For example, adding an optical viewfinder gives you more freedom in determining composition. Other camera attachments, such as Nikon Speedlights, GPS unit, wireless mobile adapter and lens hood will make your system even more versatile.

Other features

- 15 cm/5.9-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

Notes: Full HD refers to this camera’s ability to record movies in 1920 x 1080 format. Images shown on this page are simulated.
Performance from a higher perspective

Crafted with an eye for quality, versatility and control

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 consecutive shot combining technology.

GPS recording informs you of where you took your great shots
With an onboard database of about 1.86 million POI (Points of Interest), built-in GPS gives you extensive capability to quickly record, store and confirm the names of shooting locations where you take pictures. The recorded GPS information can be displayed on the “NIKKON IMAGE SPACE” map view or ViewNX 2.

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 what you’re shooting for. Plenty 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.

COOLPIX P520
18.1 Megapixels
42x Zoom
8 cm/3.2-in. LCD
COOLPIX Picture Control
EXPEED C2 image-processing engine
Other Features
- Full HD 1080/50i movie recording
- Manual focus available
- Scene auto selector
- Scene auto selector
- 18 optimized scene modes
- ISO 160-12,800 support
- COOLPIX Picture Control

COOLPIX P330
12.2 Megapixels
5x Zoom
7.5 cm/3-in. LCD
COOLPIX Picture Control
EXPEED C2 image-processing engine
Other Features
- Full HD 1080/50i movie recording
- Manual focus available
- Scene auto selector
- Scene auto selector
- 18 optimized scene modes
- ISO 160-12,800 support
- COOLPIX Picture Control

*35mm format equivalent

Note: Full HD refers to this camera’s ability to record movies in 1920 x 1080 format. Images shown on this page are simulated. Wi-Fi is a registered trademark of the Wi-Fi Alliance.
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 beautifully, even under dim or dark conditions.

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

The large 75 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, ranging 25 mm to 550 mm coverage*. 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 (POIs) 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**.

Notes: Full HD refers to this camera’s ability to record movies in 1920 x 1080 format. Images shown on this page are simulated. Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance.
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 166 mm focal range* provides beautiful results from every perspective. Furthermore, lens-shift VR (Vibration Reduction) helps to keep images consistently clear, effectively compensating for shake a way in similar to a faster shutter speed.

*35mm format equivalent

Obviously, the Wi-Fi Alliance. Wi-Fi CERTIFIED logo are registered trademarks of

High-performance NIKKOR lens
Quick effects for taken images
EXPEED C2 image-processing engine
Special effects available when shooting pictures or movies

High-performance NIKKOR lens
Quick effects for taken images
EXPEED C2 image-processing engine
Special effects available when shooting pictures or movies

7x zoom versatility and lens-shift VR image quality
A NIKKOR lens with 7x zoom covering from wide-angle 26 mm to telephoto 182 mm* and Nikon’s lens-shift VR (Vibration Reduction) complement each other to help capture the consistently sharp, beautiful pictures that you aim for.

*35mm format equivalent

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.

Smart portrait system
Scene auto selector
6.7 cm/2.7-in. LCD monitor

Smart portrait system
Scene auto selector
6.7 cm/2.7-in. LCD monitor

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 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

Eye-Fi card support

Notes: Full HD refers to this camera’s ability to record movies in 1920 x 1080 format. HD refers to this camera’s ability to record movies in 1280 x 720 format. Images shown on this page are simulated.

Notes: HD refers to this camera’s ability to record movies in 1280 x 720 format. Images shown on this page are simulated.
Great fun for the whole family

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 beautiful balanced symmetry makes the camera easy for even small hands to grip firmly without slippage. Buttons are logically aligned to facilitate effortless operation. And the user interface is not only simple to understand — it is also easy to view, thanks to the large, clear LCD monitor on which it appears.

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

Essential 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.

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/6.6 ft., 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.

For a tougher approach

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.

Other Features

- High-performance NIKKOR lens
- 10.1 effective megapixels achieved with CCD image sensor
- NIKKOR lens with combination of lens shift and electronic VR (Vibration Reduction)
- EXPEED C2 image-processing engine
- Full HD 1080i movie recording with stereo sound
- Easy 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.

Other Features

- Back-illuminated CMOS image sensor with 16 effective megapixels
- Full HD 1080i movie recording with stereo sound
- Displays atmospheric pressure values
- External GPS sensor
- Electronic compass
- Other features
- Optimized scene modes
- 7.5 cm/3-in. OLED monitor
- Electronic compass
- Fast GPS sensor
- Date Imprint
- Other features
- 16.0 effective megapixels
- Wi-Fi CERTIFIED logo
- Wi-Fi® and the Wi-Fi CERTIFIED logo are registered trademarks of the Wi-Fi Alliance.
Enjoy the convenience of 30x zoom

**COOLPIX L820**
- **16.0 effective megapixels**
- **30x zoom**
- **75 cm/3 in. LCD**

**COOLPIX L28**
- **20.1 effective megapixels**
- **5x zoom**
- **7.5 cm/3 in. LCD**

**COOLPIX L27**
- **16.1 effective megapixels**
- **5x zoom**
- **8.7 cm/3.4 in. LCD**

---

**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

---

**Other Features**
- High-performance NIKKOR lens
- 6.7 cm/2.7-in. LCD monitor
- Motion blur reduction
- Stylish body with high-grade metallic exterior
- Uses readily available R6/AA-size batteries

---

**Notes:** HD refers to this camera’s ability to record movies in HD format. Images shown on this page are simulated.

---

**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 extended 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.

---

**Full HD 1080p movie recording and high-resolution photography**

High-definition photography and Full HD movie recording gloriously capture your memories at their most beautiful. A built-in HDMI connector enables output to an HDTV** for viewing.

---

**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.

---

**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.

---

**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.

---

**Engineered for consistent sharpness**

Nikon’s lens-shift VR (Vibration Reduction) compensates for camera shake when shooting, even while zoom is in operation, achieving sharper-looking still images or movies. The handgrip is designed to ensure an extra-firm hold and minimal camera shake. An easy-to-hold Side zoom control also stabilizes handling.

---

**Capture the essence of life easily**

A spectacular view featuring a wide color gamut and wide viewing angle capability enhances the experience of shooting and playback.

---

**Capture the moment with a genuine compact**

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.

---

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

---

**Other Features**
- Motion blur reduction
- Stylish body with high-grade metallic exterior
- Uses readily available R6/AA-size batteries

---

**Notes:** HD refers to this camera’s ability to record movies in 1280 x 720 format. Images shown on this page are simulated.
Master-crafted compact with high-caliber performance

Bright f/2.0 - 4.0 lens for brilliant quality images

The NIKKOR lens maintains high brightness throughout the 7x zoom range for superior low-light performance. Quality optics using ED glass "graciously capture even the "atmosphere" of any scene and contribute to an overall improvement in resolution. The seven-blade iris diaphragm enables beautiful defocused backgrounds. And lens-shift VR (Vibration Reduction) provides effective compensation for camera shake.

Back-illuminated 1.1/7-inch CMOS image sensor goes the extra step

12.2 effective megapixels deliver pristine, high-resolution images. The back-illuminated CMOS image sensor optimizes performance when shooting at night, for beautiful results with fine details. Also helping you nail every shot is high-speed continuous shooting at up to 8 fps (approx.) for full-resolution (4000 x 3000) images*.

Multiple manual settings for precise control

Turn the Mode dial to access the P/S/A/M exposure modes. Often used functions can be assigned to the Function button. Manual exposure control in 1/3 EV steps within +/-3 EV and AE/AF lock are also available.

Nikon Creative Lighting System for illuminating shots

You can use this camera’s built-in flash as the "commander" to control compatible Speedlights*. This wireless, synchronized external flash operation enables creative lighting for clearer images or to achieve dramatic shadows.

*Compatible Speedlight models: SB-910, SB-900, SB-800, SB-600, SB-400, and SB-300

Movie custom setting with Full HD support

Movie custom setting allows you to control shutter speed, aperture, ISO sensitivity, as well as COOLPIX Picture Control, so you can shoot movies with the exact visual effect you want. Plus, crisp and clear recordings are assured thanks to the Full HD 1080p resolution with stereo sound, which can be enjoyed on new high definition TVs with HDMI connectivity*.

*NIKKOR camera-lens combination or COOLPIX Picture Control selected and applied separately

Quality photography with Android™

Android-powered for easy internet connectivity

Enjoy high quality images that you simply cannot get with smartphones, plus wireless communication that is impossible with regular digital still cameras. Equipped with the powerful combination of Android OS and Wi-Fi®, it’s possible to quickly and easily upload images to a social network service or website from this camera. Even if you’re not near a Wi-Fi® hot spot, you can wirelessly transfer images from your camera to smartphones and tablets. Customize your style of visual communication with over 500,000 apps on Google Play™.

Smartphone/Tablet

Sleek and slim with a touch of grand performance

COOLPIX P7700

COOLPIX S6400

COOLPIX S800c

12x optical zoom in a slim, stylish body

The 12x zoom Nikkor ED glass lens covers a focal range of 25 mm wide-angle to 300 mm telephoto*. Lens-shift VR (Vibration Reduction) provides sure and stable compensation for camera shake. Images are captured by the Back-illuminated CMOS image sensor to maintain high quality. 16.0 effective-megapixel resolution assures brilliant results.

Intelligent AF keeps you focused in a variety of situations

Target finding AF automatically focuses on the subject you desire. When photographing people, face-detection technology helps maintain accurate focus to ensure sharp images. For other types of subjects, subject-prediction technology automatically judges what is the main subject, and sets the AF area to match its size and position to achieve sharp focus. With an AF system this intelligent, you’ll never miss capturing that magical moment.

Other Features

COOLPIX Picture Control

Enhanced WB (9600K) file format support

AE Bracketing of up to 5 frames

Other Features

Built-in GPS

"My Pictoweb for Android™" app is available

Android™, Google Play and Google are trademarks of Google Inc. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License. Wi-Fi® (IEEE 802.11b/g/n) and the Wi-Fi® word mark are registered trademarks of the Wi-Fi Alliance®.
Explore the superb quality in minimum size

COOLPIX S01

19mm/0.7 in. thickness, it will fit into your pocket with room to spare. And its weight is less than 96 g/3.4 oz, so you might even forget it’s there. But when you take it out, you’ll be dazzled by its solid, high-quality look. The coated stainless steel body helps to reduce scratches, and the Mirror silver model adds a unique polished look.

Intuitive touch screen puts easy operation in a small size

Four large icon-based touch buttons appear on the screen, so even novice users can easily master camera operations. Just press the screen to access functions intuitively, including a shortcut menu to access important functions directly. You can also customize the home menu to your preference.

Ultra-compact, ultra-lightweight, stylish body

This elegant little camera is in a totally different league in terms of compactness and lightness. Measuring only 77 mm/3.1 in. lengthwise, and 172 mm/0.7 in. in thickness, it will fit into your pocket with room to spare. And its weight is less than 96 g/3.4 oz, so you might even forget it’s there. But when you take it out, you’ll be dazzled by its solid, high-quality look. The coated stainless steel body helps to reduce scratches, and the Mirror silver model adds a unique polished look.

Get a grip on quality with optical performance and friendly design

14x optical zoom and highly efficient VR

The 14x zoom NIKKOR ED glass lens covers a focal range of 25 mm wide-angle to 350 mm telephoto*, providing beautiful results whether zoomed in or out. Added to that, lens-shift VR (Vibration Reduction) helps cancel out camera shake to keep your shots rock-solid.

16.0 effective megapixels adding up to superior low-light performance

The Back-illuminated CMOS image sensor offers superior efficiency in capturing incoming light. This ability to capture more visual information contributes to high image quality, and the difference will be especially noticeable in images taken in dimly lit rooms and other dark environments.

Various optical camera-shake compensation technologies are harnessed to make beautiful clear and sharp images, including lens-shift 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.

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

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

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

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.

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**.

Without VR

Nikon’s Clear color difference

With VR

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

With VR

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

COOLPIX cameras that carry the HD logo can record at 1280 x 720 pixels (720p). Those marked with the Full HD logo can record at 1920 x 1080 pixels (1080p).

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.

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

COOLPIX S01

10.1
3x
2.5 cm/0.7 in.
LCD

Other Features

- 6.2 cm/2.5 in., approx. 230k-dot LCD monitor
- EXPEED C2 image-processing engine
- NIKKOR lens with 3x optical zoom
- Built-in flash
- Easy auto mode
- Storage media consists of an internal memory only (approx. 73 MB)
- In-Camera red-eye fix
- Smart portrait system
- Vibration Reduction (VR)
- Digital zooming
- Smart Auto selector/ Easy Auto mode
- Motion Blur Reduction
- Optical Vibration Reduction (VR)
- Eye-Fi card support
- World Map
- Built-in GPS
- Unique readily available P610A-size batteries
- Microphone recording
- In-Camera red-eye fix
- Smart Portrait system
- 19 optimized scene modes
- Eye-Fi card support
- Scene Auto selector/ Easy Auto mode

Notes: Battery is built-in and cannot be removed from the camera.

*Vibration Reduction

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

PREMIUM FEATURES

Target finding AF

Subject tracking

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.

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

COOLPIX cameras that carry the HD logo can record at 1280 x 720 pixels (720p). Those marked with the Full HD logo can record at 1920 x 1080 pixels (1080p).

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.

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

COOLPIX S01

10.1
3x
2.5 cm/0.7 in.
LCD

Other Features

- 6.2 cm/2.5 in., approx. 230k-dot LCD monitor
- EXPEED C2 image-processing engine
- NIKKOR lens with 3x optical zoom
- Built-in flash
- Easy auto mode
- Storage media consists of an internal memory only (approx. 73 MB)
- In-Camera red-eye fix
- Smart portrait system
- Vibration Reduction (VR)
- Digital zooming
- Smart Auto selector/ Easy Auto mode
- Motion Blur Reduction
- Optical Vibration Reduction (VR)
- Eye-Fi card support
- World Map
- Built-in GPS
- Unique readily available P610A-size batteries
- Microphone recording
- In-Camera red-eye fix
- Smart Portrait system
- 19 optimized scene modes
- Eye-Fi card support
- Scene Auto selector/ Easy Auto mode

Notes: Battery is built-in and cannot be removed from the camera.

*Vibration Reduction

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

PREMIUM FEATURES

Target finding AF

Subject tracking

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.

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

COOLPIX cameras that carry the HD logo can record at 1280 x 720 pixels (720p). Those marked with the Full HD logo can record at 1920 x 1080 pixels (1080p).

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.

A high-performance GPS chip records the latitude and longitude, locating where each picture was taken.
### COOLPIX P520

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of effective pixels</td>
<td>12.2 million</td>
</tr>
<tr>
<td>Lens</td>
<td>NIKKOR lens with 42x optical zoom; 4.3-180mm (35mm format equivalent: 24-1000mm) (f/3.5-5.6)</td>
</tr>
<tr>
<td>Digital zoom magnification</td>
<td>--</td>
</tr>
<tr>
<td>Focus range**</td>
<td>Approx. 50 cm (1 ft 8 in) to ∞, Macro mode: approx. 1 cm (0.4 in) to ∞</td>
</tr>
<tr>
<td>Monitor</td>
<td>75 cm²/in., approx. 321-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating</td>
</tr>
<tr>
<td>Storage media</td>
<td>SD/SDHC/SDXC memory card*</td>
</tr>
<tr>
<td>ISO sensitivity</td>
<td>ISO 100-3200, can be adjusted using ISO 32000 (Recommended exposure index: 91, H: 1 ISO 10000 equivalent, and H 2 ISO 25000 equivalent)</td>
</tr>
<tr>
<td>Power sources</td>
<td>EH-62A AC Adapter</td>
</tr>
<tr>
<td>Battery life of still shooting**</td>
<td>Approx. 230 shots with EN-EL20 battery</td>
</tr>
<tr>
<td>Dimensions (W x H x D)</td>
<td>113.7 x 80 x 40.5 mm (4.5 x 3.2 x 1.6 in) excluding projections*</td>
</tr>
<tr>
<td>Weight</td>
<td>Approx. 299 g (10.2 oz) with battery and memory card*</td>
</tr>
</tbody>
</table>

### COOLPIX P330

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of effective pixels</td>
<td>16.2 million</td>
</tr>
<tr>
<td>Lens</td>
<td>NIKKOR lens with 25x optical zoom; 4.5-112.5mm (35mm format equivalent: 24-885mm) (f/3.5-6.8)</td>
</tr>
<tr>
<td>Digital zoom magnification</td>
<td>Up to 2x (1280 x 960) format equivalent: approx. 2050 mm²</td>
</tr>
<tr>
<td>Focus range**</td>
<td>Approx. 50 cm (1 ft 8 in) to ∞, Macro mode: approx. 1 cm (0.4 in) to ∞</td>
</tr>
<tr>
<td>Monitor</td>
<td>75 cm²/in., approx. 321-dot, wide-viewing angle, TFT LCD monitor with anti-reflection coating</td>
</tr>
<tr>
<td>Storage media</td>
<td>SD/SDHC/SDXC memory card*</td>
</tr>
<tr>
<td>ISO sensitivity</td>
<td>ISO 100-3200, can be adjusted using ISO 32000 (Recommended exposure index: 91, H: 1 ISO 10000 equivalent, and H 2 ISO 25000 equivalent)</td>
</tr>
<tr>
<td>Power sources</td>
<td>EH-62A AC Adapter</td>
</tr>
<tr>
<td>Battery life of still shooting**</td>
<td>Approx. 230 shots with EN-EL20 battery</td>
</tr>
<tr>
<td>Dimensions (W x H x D)</td>
<td>113.7 x 80 x 40.5 mm (4.5 x 3.2 x 1.6 in) excluding projections*</td>
</tr>
<tr>
<td>Weight</td>
<td>Approx. 299 g (10.2 oz) with battery and memory card*</td>
</tr>
</tbody>
</table>

### COOLPIX S9500

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of effective pixels</td>
<td>18.1 million</td>
</tr>
<tr>
<td>Lens</td>
<td>NIKKOR lens with 16x optical zoom; 4.5-72mm (35mm format equivalent: 24-144mm) (f/3.5-6.3)</td>
</tr>
<tr>
<td>Digital zoom magnification</td>
<td>Up to 4x (1280 x 960) format equivalent: approx. 1680 mm²</td>
</tr>
<tr>
<td>Focus range**</td>
<td>Approx. 50 cm (1 ft 8 in) to ∞, Macro mode: approx. 1 cm (0.4 in) to ∞</td>
</tr>
<tr>
<td>Monitor</td>
<td>75 cm²/in., approx. 614-dot, wide-viewing angle, OLED monitor with anti-reflection coating</td>
</tr>
<tr>
<td>Storage media</td>
<td>SD/SDHC/SDXC memory card*</td>
</tr>
<tr>
<td>ISO sensitivity</td>
<td>ISO 125-3200, Manual setting is enabled in Auto mode</td>
</tr>
<tr>
<td>Power sources</td>
<td>EH-62G AC Adapter, MH-66 Battery Charger</td>
</tr>
<tr>
<td>Battery life of still shooting**</td>
<td>Approx. 160 shots with EN-EL19 battery</td>
</tr>
<tr>
<td>Dimensions (W x H x D)</td>
<td>108.7 x 69.1 x 40.5 mm (4.2 x 2.7 x 1.6 in) excluding projections*</td>
</tr>
<tr>
<td>Weight</td>
<td>Approx. 220 g (7.6 oz) with battery and memory card*</td>
</tr>
</tbody>
</table>
### COOLPIX SPECIFICATION

<table>
<thead>
<tr>
<th>Model</th>
<th>Number of effective pixels</th>
<th>Lens</th>
<th>Digital zoom magnification</th>
<th>Focus range</th>
<th>Monitor</th>
<th>Storage media</th>
<th>Power sources</th>
<th>Battery life of still shooting</th>
<th>Dimensions (W x H x D)</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>S31</td>
<td>10.1 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>AW110</td>
<td>18.0 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>L820</td>
<td>12.1 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>L28</td>
<td>20.1 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>L27</td>
<td>16.1 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>P7700</td>
<td>12.2 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>S6400</td>
<td>16.0 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>S8000</td>
<td>16.0 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>P510</td>
<td>10.1 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
<tr>
<td>L610</td>
<td>16.0 million</td>
<td>MAX16mm f3.2 zoom; 35mm f4.3-5.6 (electronic equivalent: 35-85.5 mm, f/3.2-5.6)</td>
<td>Up to 4x53mm (135) format equivalent: approx. 560 shots</td>
<td>E11.5 cm, approx. 195.2 mm</td>
<td>6.2 cm/2.5-in., approx. 230k-dot, 7.5 cm/3-in., approx. 921k-dot, 230k-dot</td>
<td>SSSDC/SDXC memory card®</td>
<td>EN-EL14 Rechargeable Li-ion Battery, MH-24 Battery Charger</td>
<td>Approx. 260 shots with EN-EL12 battery</td>
<td>Approx. 108.4 x 65.4 x 41.5 mm (4.2 x 2.6 x 1.6 in.) excluding projections</td>
<td>Approx. 164 g (5.8 oz) with battery and SD memory card®</td>
</tr>
</tbody>
</table>

* All dimensions measured from outer edge of lens surface.
* Depending on the conditions, certain settings may not be configured.
* 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 to the battery characteristics.
* Focus range (from the protective glass).
* Highlight colors: approx. 5 cm (2 in.) to ∞.
* Macro mode: approx. 5 cm (2 in.) to ∞.
* Up to 10 cm (4 in.) to ∞.
* Up to 50 cm (1 ft 8 in.) to ∞.

** NOTICE:** COOLPIX products are not designed for professional use. For professional users, we recommend our professional digital cameras, the COOLPIX P Series.
Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. March 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