



At the heart of the image

90th
Anniversary



COOLPIX

www.nikon-coolpix.com



The attraction is mutual.

COOLPIX

Picture your passion from a fresh perspective.



EXPEED

EXPEED marks the culmination of years of development at Nikon to create breakthrough digital image processing concept. Taking advantage of the latest in hardware and software, EXPEED is custom tuned to achieve optimum performance and maximum image quality in each Nikon COOLPIX camera.

NIKKOR

Nikon's proud heritage of producing the finest in precision optics and mechanisms has long earned NIKKOR lenses the highest praises of photographers around the world. And each Nikon COOLPIX camera is equipped with a NIKKOR lens that delivers the superb color and razor-sharp results that Nikon users deserve.



Rendezvous with romance.



Style



Performance

Aim for perfection.



To life, with love.

Life

Nikon
COOLPIX



S

S

Stylish elegance fused with advanced performance.

COOLPIX S700



- Smallest size among competitor models*1
- 12.1 effective megapixels for high-resolution images
- Optical 3x Zoom-NIKKOR lens
- High performance image sensor shift VR image stabilization
- Swift response (0.9 second power-up, fast release-time lag under 0.005 seconds.)
- High-precision 2.7-inch LCD monitor with anti-reflection coating
- High-Sensitivity up to ISO 3200*2, High-Sensitivity mode
- Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Emphasized by its elegant, high-quality metallic body, the COOLPIX S700 boasts a slim, stylish and user-friendly design as other cameras in the COOLPIX "S: Style" series
- Distortion control

*1 Among competing 12 effective megapixel class compact digital cameras equipped with optical vibration reduction as of August 30, 2007 (according to research conducted by NIKON CORPORATION)

*2 ISO 3200 is available only for image sizes of 5M (2592 x 1944) or smaller.



- Titanium Silver
- Urban Black

The world's fastest response in the industry's smallest body*1.

COOLPIX S510



- Smallest body in its class*1
- World's fastest response*2 (power-up time which allows for the LCD monitor to appear within 0.7 seconds and release-time lag under 0.005 seconds) with fast AF
- 8.1 effective megapixels for high-resolution images
- Optical 3x Zoom-NIKKOR lens
- High performance optical lens shift VR image stabilization
- 2.5-inch high-resolution LCD monitor with anti-reflection coating
- High sensitivity up to ISO 2000, High-Sensitivity mode
- Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Stainless steel body strikes a balance between functional beauty and compact styling with clean lines proudly carrying on the S series style

*1 Among competing models with optical vibration reduction as of August 30, 2007 (according to research conducted by NIKON CORPORATION).

*2 Among competing 8 effective megapixel class compact digital cameras equipped with optical vibration reduction as of August 30, 2007 (according to research conducted by NIKON CORPORATION), when set to "Response priority" mode.



- Silver
- Urban Black
- Pink

S

S



S

mm 1:3.3-4.2 VR

COOLPIX



COOLPIX 5510

ON/OFF

Nikon

ON/OFF

COOLPIX

ZOOM NIKKOR 8.3-18.9mm 1:3.3-4.2 VR



S

S

Shoot and share in fabulous style.

COOLPIX S51c



- Internet-connectable utilizing *my Picturetown* via wireless LAN
- New Picture Mail button enables sending images at the touch of a button
- 8.1 effective megapixels for high-precision image quality
- Optical 3x Zoom-NIKKOR lens
- Pictmotion for sharing photo enjoyment
- Optical lens shift VR image stabilization
- 3.0-inch high-level contrast LCD monitor with anti-reflection coating
- High sensitivity of up to ISO1600, High-Sensitivity mode
- Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Sophisticated look inheriting wave-surface design of existing COOLPIX S series
- Slim and compact, stylish design
- Aluminum front panel exuding a sense of high quality, metal-plated side panel



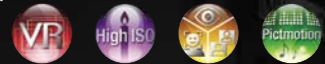
□ Black



S

Color your world with sophisticated style.

COOLPIX S51



- 8.1 effective megapixels for high-precision image quality
- Optical 3x Zoom-NIKKOR lens
- Pictmotion for sharing photo enjoyment
- Optical lens shift VR image stabilization
- 3.0-inch high-level contrast LCD monitor with anti-reflection coating
- High sensitivity of up to ISO1600, High-Sensitivity mode
- Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Sophisticated look inheriting wave-surface design of existing COOLPIX S series
- Slim and compact, stylish design
- Aluminum front panel exuding a sense of high quality, metal-plated side panel
- Available in a variety of attractive colors



□ Silver

□ Brown

Share any moment with friends around the world, instantly.



my **Picturetown**

Enjoy the freedom of wireless sharing and storage.

Nikon's exclusive *my Picturetown* services combine with built-in support for wireless connectivity to bring new forms of fun and freedom to photography. Picture Mail makes it easy to share images with friends around the world via e-mail. It's as simple as choosing which images to share and selecting recipients from an in-camera address list. No need for a computer. Picture Bank offers automatic uploading of images for secure storage on the server that allows access at anytime and from any location. Images can also be uploaded directly to blogs or other web sites for easy updating of online journals and entries.



P

P

P

Performance and personal control true photo lovers deserve.

COOLPIX P5100



- ▣ 12.1 effective megapixels allows for silky-smooth images
- ▣ Optical 3.5x Zoom-NIKKOR lens
- ▣ Exposure Modes (P/S/A/M)
- ▣ Compatible with external flash, telephoto and wide-angle converter lenses
- ▣ Optical lens shift VR image stabilization with high performance
- ▣ High-Sensitivity up to ISO 3200*
- ▣ 2.5-inch, high-resolution LCD monitor with anti-reflection coating
- ▣ Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- ▣ High-quality materials and finish with magnesium alloy (Mg) section on front panel
- ▣ Body design enables further control and comfortable shooting
- ▣ Optical viewfinder
- ▣ Optimize image (Monochrome filter effect)
- ▣ Continuous flash
- ▣ Distortion control
- ▣ 1:1 size format

* ISO 3200 is available only for image sizes of 5M (2592x1944) or smaller.



▣ Black



P

Real camera handling and performance. No nonsense.

COOLPIX P50



- ▣ 8.1 effective megapixels for high-resolution images
- ▣ Optical 3.6x Zoom-NIKKOR lens; 4.7-17.0mm (35mm [135] format picture angle: 28-102mm)
- ▣ Uses AA-size batteries easily obtained in any location
- ▣ Mode dial provides intuitive operation that makes it easy to achieve the desired shot
- ▣ Large 2.4-inch LCD monitor
- ▣ Electronic VR image stabilization
- ▣ High sensitivity up to ISO 2000
- ▣ Optical viewfinder that provides a clear view
- ▣ Three Unique Nikon Image Innovations for high performance
 - Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- ▣ Orthodox lines that truly befit a camera deliver the looks to please purists
- ▣ Providing a reassuring grip, the COOLPIX P50 is designed with mature taste combining operating stability and no-nonsense looks



▣ Black
▣ Silver

P



Easy-going excellence for even greater fun.

COOLPIX L15



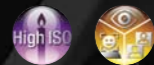
- 8.0 effective megapixels for high-resolution images
- Optical 3x Zoom-NIKKOR lens
- New Easy Auto mode for carefree shooting
- Dedicated Shooting and Playback mode buttons on body's top plane
- High performance lens shift VR image stabilization
- Large 2.8-inch high-resolution LCD monitor with anti-reflection coating for easy viewing
- AA-size battery compatible for power replenishment anywhere
- High sensitivity up to ISO 1000
- Three Unique Nikon Image Innovations for high performance – Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Design combines a solid grip and a striking balance of smooth contours and sharp lines while providing operating stability and no-nonsense looks that proudly carry on the COOLPIX L series style
- Stop-Motion animation for more fun



- Silver
- Black

Easy-going excellence that performs all day long.

COOLPIX L14



- Can shoot approx. 1000 pictures using easy-to-obtain AA-size lithium batteries
- 7.1 effective megapixels for high-resolution images
- Optical 3x Zoom-NIKKOR lens
- New Easy Auto mode for carefree shooting
- Dedicated Shooting and Playback mode buttons on body's top plane
- Large 2.4-inch LCD monitor with anti-reflection coating for easy viewing
- High sensitivity up to ISO 1000
- Three Unique Nikon Image Innovations for high performance – Face-priority AF, In-Camera Red-Eye Fix and D-Lighting
- Design combines a solid grip and a striking balance of smooth contours and sharp lines while providing operating stability and no-nonsense looks that proudly carry on the COOLPIX L series style
- Stop-Motion animation for more fun



- Silver
- Blue

L

L

COOLPIX S700



■ Titanium Silver
■ Urban Black

Effective pixels:	12.1 million
Lens:	3x Zoom-NIKKOR; 7.9-23.7mm (35mm [135] format picture angle: 37-111mm); f/2.8-5.4; 7 elements in 5 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 444mm)
Focus range (from lens):	50cm (1 ft. 7.7 in.) to infinity (∞); Macro close-up mode: 6cm (2.4 in.) to infinity (∞)
Monitor:	2.7-in., 230,000-dot, wide viewing angle TFT LCD with anti-reflection coating
Storage media:	Internal memory (approx. 52 MB), SD memory cards
ISO sensitivity:	ISO 64, 100, 200, 400, 800, 1600, 2000, 3200* ² , Auto (auto gain ISO 64-1000)
Power sources:	Rechargeable Li-ion Battery EN-EL10 (supplied), AC Adapter EH-62D (optional)
Battery life*¹:	Approx. 150 shots with EN-EL10 battery
Dimensions (W x H x D):	Approx. 89 x 54 x 23 mm (3.5 x 2.1 x 0.9 in.) excluding projections
Weight:	Approx. 130 g (4.6 oz.) without battery and SD memory card

COOLPIX S510



■ Silver
■ Urban Black
■ Pink

Effective pixels:	8.1 million
Lens:	3x Zoom-NIKKOR; 5.7-17.1mm (35mm [135] format picture angle: 35-105mm); f/2.8-4.7; 5 elements in 5 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 420mm)
Focus range (from lens):	50cm (1 ft. 7.7 in.) to infinity (∞), Macro close-up mode: 15cm (6 in.) to infinity (∞)
Monitor:	2.5-in., 230,000-dot, wide viewing angle TFT LCD with anti-reflection coating
Storage media:	Internal memory (approx. 52 MB), SD memory cards
ISO sensitivity:	ISO 64, 100, 200, 400, 800, 1600, 2000, Auto (auto gain ISO 64-1000)
Power sources:	Rechargeable Li-ion Battery EN-EL10 (supplied), AC Adapter EH-62D (optional)
Battery life*¹:	Approx. 170 shots with EN-EL10 battery
Dimensions (W x H x D):	Approx. 88 x 51 x 22 mm (3.5 x 2.0 x 0.9 in.) excluding projections
Weight:	Approx. 125 g (4.4 oz.) without battery and SD memory card

COOLPIX S51c



■ Black

Effective pixels:	8.1 million
Lens:	3x Zoom-NIKKOR; 6.3-18.9mm (35mm [135] format picture angle: 38-114mm); f/3.3-4.2; 12 elements in 9 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 456mm)
Focus range (from lens):	30cm (1 ft.) to infinity (∞), Macro close-up mode: 4cm (1.6 in.) to infinity (∞)
Monitor:	3.0-in., 230,000-dot, wide viewing angle TFT LCD with anti-reflection coating
Storage media:	Internal memory (approx. 13 MB), SD memory cards
ISO sensitivity:	ISO 100, 200, 400, 800, 1600, Auto (auto gain ISO 100-800)
Power sources:	Rechargeable Li-ion Battery EN-EL8 (supplied), AC Adapter EH-64 (supplied)
Battery life*¹:	Approx. 150 shots with EN-EL8 battery
Dimensions (W x H x D):	Approx. 97.5 x 59 x 21 mm (3.8 x 2.3 x 0.8 in.) excluding projections
Weight:	Approx. 125 g (4.4 oz.) without battery and SD memory card

COOLPIX S51



■ Silver
■ Brown

Effective pixels:	8.1 million
Lens:	3x Zoom-NIKKOR; 6.3-18.9mm (35mm [135] format picture angle: 38-114mm); f/3.3-4.2; 12 elements in 9 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 456mm)
Focus range (from lens):	30cm (1 ft.) to infinity (∞), Macro close-up mode: 4cm (1.6 in.) to infinity (∞)
Monitor:	3.0-in., 230,000-dot, wide viewing angle TFT LCD with anti-reflection coating
Storage media:	Internal memory (approx. 13 MB), SD memory cards
ISO sensitivity:	ISO 100, 200, 400, 800, 1600, Auto (auto gain ISO 100-800)
Power sources:	Rechargeable Li-ion Battery EN-EL8 (supplied), AC Adapter EH-64 (optional)
Battery life*¹:	Approx. 150 shots with EN-EL8 battery
Dimensions (W x H x D):	Approx. 92.5 x 59 x 21 mm (3.6 x 2.3 x 0.8 in.) excluding projections
Weight:	Approx. 125 g (4.4 oz.) without battery and SD memory card

*1 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (73°F); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal.

*2 ISO 3200 is available only for image sizes of 5M (2592 x 1944) or smaller.

Models and colors may vary according to region.

COOLPIX P5100



Black

Effective pixels:

12.1 million

Lens:

3.5x Zoom-NIKKOR; 7.5-26.3mm (35mm [135] format picture angle: 35-123mm); f/2.7-5.3; 7 elements in 6 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 492mm)

Focus range (from lens):

30cm (1 ft.) to infinity (∞); Macro close-up mode: 4cm (1.6 in.) to infinity (∞)

Monitor:

2.5-in., 230,000-dot, wide viewing angle TFT LCD with anti-reflection coating

Storage media:

Internal memory (approx. 52 MB), SD memory cards

ISO sensitivity:

ISO 64, 100, 200, 400, 800, 1600, 2000, 3200*2, Auto (auto gain ISO 64-800)

Power sources:

Rechargeable Li-ion Battery EN-EL5 (supplied), AC Adapter EH-62A (optional)

Battery life*1:

Approx. 240 shots with EN-EL5 battery

Dimensions (W x H x D):

Approx. 98 x 64.5 x 41 mm (3.9 x 2.5 x 1.6 in.) excluding projections

Weight:

Approx. 200 g (7.1 oz.) without battery and SD memory card

COOLPIX P50



Black

Silver

Effective pixels:

8.1 million

3.6x Zoom-NIKKOR; 4.7-17.0mm (35mm [135] format picture angle: 28-102mm); f/2.8-5.6; 7 elements in 6 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 408mm)

50cm (1 ft. 7.7 in.) to infinity (∞); Macro close-up mode: 5cm (2 in.) to infinity (∞) [W]

Monitor:

2.4-in., 115,000-dot, TFT LCD

Storage media:

Internal memory (approx. 52 MB), SD memory cards

ISO sensitivity:

ISO 64, 100, 200, 400, 800, 1600, 2000, Auto (auto gain ISO 64-1000)

Two AA alkaline (supplied), lithium or oxyride batteries, two EN-MH1 rechargeable Ni-MH batteries (optional), AC Adapter EH-65A (optional)

Approx. 140 shots with alkaline batteries

Dimensions (W x H x D):

Approx. 94.5 x 66 x 44 mm (3.8 x 2.6 x 1.8 in.) excluding projections

Weight:

Approx. 160 g (5.6 oz.) without battery and SD memory card

COOLPIX L15



Silver

Black

Effective pixels:

8.0 million

3x Zoom-NIKKOR; 5.7-17.1mm (35mm [135] format picture angle: 35-105mm); f/2.8-4.7; 5 elements in 5 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 420mm)

50cm (1 ft. 7.7 in.) to infinity (∞), Macro close-up mode: 15cm (5.9 in.) to infinity (∞)

Monitor:

2.8-in., 230,000-dot, TFT LCD with anti-reflection coating

Storage media:

Internal memory (approx. 23 MB), SD memory cards

ISO sensitivity:

Auto (auto gain ISO 64-1000)

Two AA alkaline (supplied), lithium or oxyride batteries, two EN-MH1 rechargeable Ni-MH batteries (optional), AC adapter EH-65A (optional)

Approx. 160 shots with alkaline, 580 shots with lithium or 330 shots with EN-MH1

Dimensions (W x H x D):

Approx. 91 x 61 x 29.5 mm (3.6 x 2.4 x 1.2 in.) excluding projections

Weight:

Approx. 125 g (4.4 oz.) without battery and SD memory card

COOLPIX L14



Silver

Blue

Effective pixels:

7.1 million

3x Zoom-NIKKOR; 6.3-18.9mm (35mm [135] format picture angle: 38-114mm); f/3.1-5.9; 6 elements in 5 groups; Digital zoom: up to 4x (35mm [135] format picture angle: 456mm)

60cm (2 ft.) to infinity (∞), Macro close-up mode: 10cm (3.9 in.) to infinity (∞)

Monitor:

2.4-in., 115,000-dot, TFT LCD with anti-reflection coating

Storage media:

Internal memory (approx. 23 MB), SD memory cards

ISO sensitivity:

Auto (auto gain ISO 64-1000)

Two AA lithium (supplied), oxyride or alkaline batteries, two EN-MH1 rechargeable Ni-MH batteries (optional), AC Adapter EH-65A (optional)

Approx. 1000 shots with lithium batteries, 440 shots with alkaline or 520 shots with EN-MH1

Dimensions (W x H x D):

Approx. 90.5 x 61.5 x 27 mm (3.6 x 2.4 x 1.1 in.) excluding projections

Weight:

Approx. 115 g (4.1 oz.) without battery and SD memory card

System Requirements

OS:

Macintosh: Mac OS X version 10.3.9, 10.4.x
Windows: Windows Vista (32bit), Windows XP Home Edition/Professional pre-installed models

Note:

CD-ROM drive required for installation.
Only built-in USB ports are supported

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Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. August 2007 ©2007 NIKON CORPORATION



*1 Based on CIPA industry standard for measuring life of camera batteries. Measured at 23°C (73°F); zoom adjusted with each shot, built-in flash fired with every other shot, image mode set to Normal.

*2 ISO 3200 is available only for image sizes of 5M (2592 x 1944) or smaller.

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