

I AM LIGHTING FLEXIBILITY

Nikon announces the portable SB-500 Speedlight

A compact and lightweight Speedlight offering convenient portability and a built-in LED light

September 12, 2014

SYDNEY - Nikon Australia is pleased to announce the release of the SB-500, its first compact and lightweight Speedlight to offer a built in LED light.

Availability: 25th September, 2014

Pricing: Please refer to Australian Authorised Resellers for Local Pricing

A great lighting accessory for photographers and moviemakers alike, the SB-500 is an easy-to-use, compact and lightweight Speedlight offering users the flexibility to control the quality and direction of light. Powered by AA-size batteries and equipped with a high-performance LED light built into the front of the unit, the SB-500 is optimised for photography of art and other objects and close distances.

Compatible with Nikon D-SLRs and specific COOLPIX cameras, as well as the Nikon Creative Lighting System (CLS)*¹, the SB-500 also enables wireless control of multiple flash units, allowing users to enjoy flexible expression using various light sources. The flash head and LED light both cover a wide 24mm angle of view in FX-format, and easy-to-understand controls on the rear of the unit ensure simple operation.



Nikon SB-500 Primary Features

1. Compact and lightweight, powered by AA-size batteries, intuitive operation

With its guide number of 24/78.7 (23°C/73.4°F, ISO 100, m/ft), the compact and lightweight SB-500 offers superior portability and is easy to use, powered by two readily available AA-size batteries (alkaline, rechargeable Ni-MH). The flash head tilts up to 90° and rotates horizontally through 180°, allowing users the flexibility to angle the direction of light. Simple to operate, the SB-500 ensures even newcomers to flash photography will be able to use light to their advantage and add impact to daylight shots, expose subject detail in tough backlit situations, or soften light by 'bouncing' the flash off the ceiling.



2. Equipped with a high-performance LED light

With a high-intensity (100 lx) LED light on the front of the flash unit, the SB-500 provides the optimal brightness for recording movies in dimly lit surroundings and photographing objects at close distances. In addition to the ability to select from three levels of brightness, adoption of a diffusion panel for a surface light source enables soft lighting. The SB-500 also supports the Flash Colour Information Communication function built into the Nikon D810 and D750 digital SLR cameras, and the camera uses flash colour temperature information from the LED light to automatically apply the optimal white balance setting.

3. Easily achieves diverse lighting

The SB-500 supports six functions*2 available with the Nikon Creative Lighting System (CLS)*¹ and Nikon's exclusive Speedlight system, all with simple operation. For more advanced lighting, the SB-500 can be used as a master flash for multiple off-camera flash setups (when used with cameras that feature a built-in flash commander mode), enabling more creative expression that makes the most of light with control over diverse light sources from a variety of angles.

The flash fires 140 (or more) times on a single charge of rechargeable Ni-MH batteries, and will fire 100 or more times when using alkaline-manganese batteries. Minimum recycling time is approximately 3.5 seconds when using rechargeable Ni-MH batteries, and approximately 4 seconds when using alkaline-manganese batteries.



At the heart of the image

**1 Nikon FX-/DX-format digital SLR cameras (except D1 series and D100), F6, and CLS-compatible COOLPIX compact digital cameras*

**2 i-TTL flash control, Advanced Wireless Lighting, modeling flash, FV lock, Flash Colour Information Communication, auto FP high-speed sync. AF-assist illumination for multi-point AF is not supported.*

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The information is current as of the date of publication. It is subject to change without notice.

High-resolution images of all Nikon products can be downloaded from:

<http://press.mynikonlife.com.au>

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