



At the heart of the image

# I AM A MASTERPIECE

## Introducing Nikon's new high-resolution master: the astonishingly versatile Nikon D810

*With an effective pixel count of 36.3-megapixels, the latest model opens up spectacular new possibilities for high-resolution shooting*

June 26, 2014

SYDNEY - Nikon Australia is pleased to announce the release of the Nikon D810, a new FX-format digital-SLR to add to the Nikon Professional range.

**Availability: 17<sup>th</sup> July 2014**

**Pricing: Please refer to Australian Authorised Resellers for Local Pricing**

Offering incomparable image quality, high-speed performance, and Full HD video flexibility, the completely redesigned Nikon D810 surpasses its predecessor to deliver a new benchmark for high-resolution shooting and incredibly superior definition and image quality made possible with a new Nikon FX-format CMOS sensor with no optical low-pass filter. The Nikon D810's all-new FX-format sensor, ultra-wide ISO range, and EXPEED 4 image processor deliver unprecedented sharpness, sumptuous tonality, and reduced noise across all sensitivities.

Not only does the Nikon D810 offer extremely accurate AF, but vibrations generated inside the camera have been reduced to maximise the resolution of its 36.3-million pixels for sharp and clear images. The camera also supports recording of smooth, extremely sharp Full-HD (1920 × 1080) movies at 60p.

Engineered to excel in any environment, the Nikon D810's powerful high-speed capabilities deliver exceptional versatility, allowing for continuous shooting at up to 5 fps with the FX-format image area and up to 7 fps<sup>1</sup> with the DX-format image area for excellent responses to still and moving subjects and scenes.



## D810 Development Background

The Nikon D800 and D800E, added to Nikon's lineup of Nikon FX-format cameras in March 2012, drew great attention from professional and advanced amateur photographers as digital-SLR cameras offering superior image quality nearly equal to that of medium-format cameras. The performance of these two cameras was well received around the world, earning them a number of prestigious awards, including a respected Technical Image Press Association (TIPA) Award 2012 and a European Imaging and Sound Association (EISA) Photo Award presented to the D800.

Developed with this background, the Nikon D810 offers the best image quality in the history of Nikon, as well as functions that increase the certainty and reliability of this superior image quality, to respond to the expectations of photographers who demand superior clarity, sharpness, and image quality from their photos.

## Nikon D810 Primary Features

### 1. Superior clarity and image quality

**A Nikon first:** A minimum standard sensitivity of ISO 64, at which the same broad dynamic range available with ISO 100 is possible, was achieved through the adoption of a new FX-format CMOS sensor and by increasing the volume of light information that can be accumulated. This enables suppression of loss of detail in highlights (blown highlights) and beautiful rendering of subjects with rich tones, even when a fast lens is used in bright surroundings.

In addition, collaboration with the same EXPEED 4 image-processing engine adopted for the D4S achieves a broad range of standard sensitivities up to ISO 12800 (Lo 1, Hi 1, and Hi 2 settings are also available).



### 2. Impressive imaging flexibility

**Advanced picture control:** A new "Flat" Picture Control option has been added for the Nikon D810. Less in-camera processing is applied to images captured at a Picture Control setting of "Flat" than to those captured at a setting of "Neutral", enabling maximisation of the amount of subject information acquired. The "Flat" setting prevents loss of detail in highlights and shadows, as well as over-saturation of colours, enabling adjustment of image quality and post-processing for richer tone

characteristics, including contrast and colours.

**Superb clarity:** In addition, a “Clarity”<sup>2</sup> option has been added to adjustment settings for each Picture Control, allowing users to make images sharper or softer without over-emphasising outlines and edges in images. With each setting adjusted in increments of 0.25 step<sup>3</sup>, it is easier than ever to achieve imaging which better reflects the user intent.



### 3. Extreme precision to maximise resolution

**Advanced autofocus with the adoption of the Advanced Multi-CAM:** In order to make the most of the incredibly high pixel count of 36.3-million effective pixels, the precision of the 51-point AF system has been increased with adoption of the Advanced Multi-CAM 3500FX autofocus sensor module and improvements to the focusing algorithm, ensuring exact autofocus acquisition on the intended portion of a still subject.

In addition, mechanical operation of components such as the mirror and shutter have been improved for significant reduction in the amount of internal vibration generated. The end result is a system capable of maximising the superior rendering performance of NIKKOR lenses and the superior definition of the Nikon D810's CMOS sensor.





#### 4. High-speed continuous shooting

**Capture everything:** Adoption of a new CMOS sensor and the EXPEED 4 image-processing engine makes high-speed continuous shooting at approximately 5 fps in FX format and approximately 7 fps<sup>1</sup> in DX format possible with the Nikon D810. This makes capturing a broader range of subjects/scenes possible with an excellent response not only to still subjects, but also to moving subjects such as wildlife and sports scenes.

#### 5. Full-HD movie recording

A powerful and flexible tool that will satisfy even the most demanding cinematographers, the Nikon D810 records Full HD (1080p) movies at 50p/60p frame rates with markedly reduced noise, moiré, and false colour.

The full-HD movie recording function, capable of recording extremely sharp and clear movies exhibiting significantly fewer moiré patterns and jaggies, and less color aliasing, supports 60p recording for smoother expression of subject movement.

In addition, operation has been improved with Auto ISO Sensitivity Control in M exposure mode, enabling exposure control with aperture value and shutter speed locked and automatic adjustment of only ISO sensitivity, as well as a highlight display that shows the brightest areas of the frame in which detail may be lost with display of slanted lines. Beautiful time-lapse movies with which variations in exposure between frames are controlled can also be generated in-camera.





**Other key features:**

**Group Area AF mode:** fast acquisition and improved background isolation even in challenging lighting conditions.

**RAW Size S:** delivers richly graded 12-bit uncompressed Nikon NEF files that enable faster image transfer and smoother post-production.

**Colour-tune monitor:** anti-reflective 8.0-cm (3.2-in.), 1229k-dot RGBW LCD monitor.

**Live View split-screen zoom:** check levelling and sharpness with complete precision. Accessed via the camera's 'i' button.

**Fast durable shutter:** Kevlar/carbon fibre-composite shutter unit with 52ms shutter lag, standard life cycle rating of 200,000 releases, and a shutter speed of 1/8000 to 30s, with flash synchronization at up to 1/250s.

**Unlimited continuous shooting:** capture countless JPEGs and produce spectacular light-trail photography.

**High-capacity EL-15a battery:** ultra-compact and lightweight lithium-ion rechargeable battery with a capacity of 2500 mAh (10.8V). Capture up to 1,200 still images<sup>4</sup> on a single charge.

**Storage media:** two card slots for a smooth shooting experience.

**Durable magnesium alloy body:** extensive weather and dust sealing ensure the D810 is moisture and dust resistant.

**Wired and wireless connection:** supports Ethernet and wireless LAN. To connect, use the optional UT-1 Data Transmitter together with the WT-5 Wireless Transmitter.



Except where noted, all specifications provided apply to use at an ambient temperature of 23°C (± 3°C) with a fully charged battery, in accordance with Camera & Imaging Products Association (CIPA) standards.

<sup>1</sup> When powered by the AC Adapter EH-5b or the Multi-Power Battery Pack MB-D12 with batteries other than the Rechargeable Li-ion Battery EN-EL15.

<sup>2</sup> Can be applied only to still images.

<sup>3</sup> Does not apply to Quick Adjust.

<sup>4</sup> Based on the CIPA standards.

- ENDS -

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

For more information see: <https://mynikonlife.com.au/d810>

High-resolution images of all Nikon products can be downloaded from:  
<http://press.mynikonlife.com.au>

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