



At the heart of the image

I AM | THE SPEED OF LIFE

The New Nikon 1 J4 Blends High Speed Performance with a Stylish Design

The Compact 18.4-Megapixel Marvel Delivers Beautiful Images and the World's Fastest Continuous Shooting Speed¹

April 10, 2014

SYDNEY - Nikon Australia is pleased to announce the launch of the new Nikon 1 J4, a lightweight and stylish member of the Nikon 1 family.

Availability: 15th May 2014

Pricing: Please refer to Australian Authorised Resellers For Local Pricing



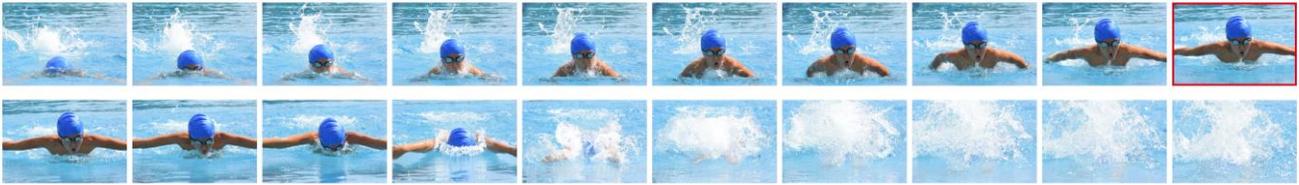
Perfect for those who won't let life pass them by, the Nikon 1 J4's powerful combination of acclaimed technology, extraordinary speed, and hassle-free operation leaves nothing to chance. The Nikon 1 J4 offers superior image quality in a compact and easy-to-use design. Packed with smart features and industry-leading technologies, the interchangeable lens camera boasts improvements in capturing moving subjects and produces beautiful still images and videos.





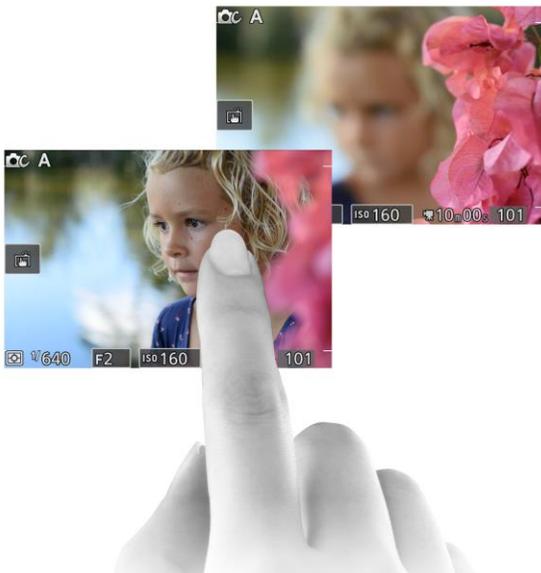
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The Nikon 1 J4 offers the world's fastest continuous shooting frame rate¹ of approximately 20 frames per second (fps) with a super high-speed autofocus (AF), and includes 105 focus points when using phase-detect AF and 171 focus points when contrast-detect AF is employed. With continuous shooting speeds faster than a D-SLR and a remarkably short shooting time lag, the Nikon 1 J4 can capture the action faster than you can see it unfold.



Making the most of every megapixel to deliver richly detailed images, the Nikon 1 J4 employs a new Nikon CX-format CMOS sensor, boasting an effective pixel count of 18.4 million. This interchangeable lens camera also produces stunning images with the new EXPEED 4A image-processing engine that delivers high-speed processing with a wide range of ISO sensitivities from 160 to 6400 (expandable to 12800) to enable photographers to capture high-quality images regardless of location and lighting conditions.

Proving to be the smart choice for fuss-free filming, the Nikon 1 J4 supports the recording of Full HD 1080p movies at 60fps, or 720/30p slow-motion videos at 120fps. The Nikon 1 J4 also includes a 7.5cm (3-inch) VGA TFT+ super responsive touchscreen to make navigation and control as easy as possible with a simple tap or finger swipe.



A new Creative Palette function enables the shooter to adjust brightness, saturation and white balance while previewing a shot providing intuitive artistic freedom to achieve stunning results. The Nikon 1 J4 makes it easy to connect, share, and create on the go with built-in Wi-Fi for simple Instant Photo Sharing with family and friends via a compatible smart device.



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Nikon 1 J4 Primary Features

1. Quality at Speed

World's fastest¹: Not only does the Nikon 1 J4 capture beautiful, crisp images, it does so at lightning speed. The Nikon 1 J4 offers the world's fastest continuous shooting frame rate¹ to ensure fast-moving action is never missed. An electronic shutter provides a continuous shooting at a rate of approximately 20fps with autofocus, enabling the Nikon 1 J4 to capture up to 20 shots in approximately a second.



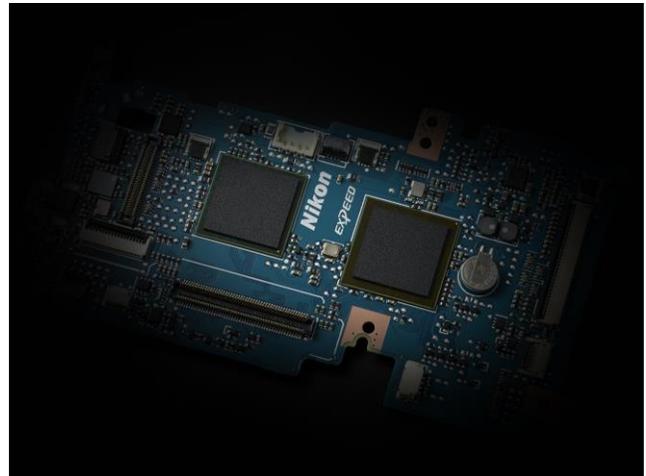
Unrivalled accuracy: The AF system present in the Nikon 1 J4 features 105 focus areas with phase-detect AF and 171 focus points with contrast-detect AF to ensure that images are always clear and sharp. This rapid, accurate targeting makes it possible for photographers to lock onto the subject, even during rapid motion.

Blazing performance: The Nikon 1 J4 features the world's shortest shooting time lag², further helping photographers line up and capture a shot before the action is over.

2. Impressive Image Processing

Improved sensor: The new Nikon CX-format image sensor offers an 18.4 megapixel capture resolution, and works hand-in-hand with the EXPEED 4A image-processing engine to deliver exceptional images and video.

Glorious results in any environment: An ISO range from 160 up to 12800 with enhanced noise reduction offered by the EXPEED 4A engine ensures images remain clear and free of noise, even when shooting in darkened environments. A noise reduction function takes multiple shots and combines them into a single image to ensure that images remain clear and bright, even when shooting at high sensitivities.



Full HD video capabilities: The Nikon 1 J4 is able to record up to approximately 10 minutes of Full HD video at a resolution of 1920 x 1080/60p. A built-in electronic vibration reduction function maintains clear, crisp video, even when in motion by helping to reduce the effect of camera shake.





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3. Advanced Functions with Simple, Intuitive Operation

Simple Instant Photo Sharing: Built-in Wi-Fi® makes it quick and easy to share images with friends and family over social networks via a smartphone.

Straightforward control: The Nikon 1 J4 also includes a 7.5cm (3-in) VGA TFT+ touch-panel screen. A simplified shooting mode dial enables photographers to simply point and shoot to achieve stunning results every time. Shooting modes include an Auto-mode, Creative mode, Best Moment Capture mode, Motion Snapshot mode, Advanced Movie mode, providing photographers with quick and easy options to deliver stunning results.



Flexible and powerful: The Nikon 1 J4 is compatible with the extensive range of 1 NIKKOR lenses that enable the camera to be configured to meet users' needs. Furthermore, the optional FT1 Mount Adapter provides the flexibility to employ any compatible F-mount NIKKOR lens.

4. Stylish and Compact Design

Practically portable: Available in White, the Nikon 1 J4 is incredibly small and lightweight, measuring a mere 99.5 x 60 x 28.5mm and tipping the scales at approximately 232g including battery and microSD memory card. A pop-up flash further helps maintain the diminutive dimensions.

5. Optional Accessories

WP-N3 Waterproof Case: An optional waterproof case is available to expand the capabilities of the J4. Waterproof to a depth of 45m (147ft), the WP-N3 is ideal for diving, surfing, or any other water sports. It is designed to be compact and to ensure a firm grip, while maintaining functionality including zooming. The shutter lever and movie-record button are positioned close together to make it as easy as possible to select or switch between recording modes.





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SB-N10 Underwater Speedlight: The ideal complement to the WP-N3 Waterproof Case, the SB-N10 features a high flash output with a guide number of 28/92 at full power (ISO 100, m/ft). It is waterproof to a depth of 100m (328ft) and includes both TTL and manual flash control. The SB-N10 Underwater Speedlight supports a number of accessories, including the Underwater Bracket SK-N10A³, which can be used to mount the SB-N10 on a waterproof case, the supplied Underwater Wide-Flash Adapter SW-N10A, which expands the angle of illumination when attached to the SB-N10, the Underwater Fiber-Optic Cable SC-N10A³, which transmits light from the camera's built-in flash to the SB-N10, and the Underwater Fiber-Optic Cable Adapter SR-N10A³.

¹ Among digital cameras with interchangeable lenses available as of 10 April, 2014; based on Nikon research.

² Among digital cameras with interchangeable lenses available as of 10 April, 2014. Tested using the 1 NIKKOR VR 10-30mm f/3.5-5.6 PD-ZOOM at the maximum wide-angle position in Single-point AF mode; based on Nikon research.

³ The SK-N10A, SC-N10A, and SR-N10A are available separately.

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

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

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