

## PRESS RELEASE: Nikon D7500 (April 12, 2017)

**Performance for the passionate: The Nikon D7500 is ready to exceed expectations for photographers geared up to hone their craft**



*Nikon's newest DSLR leverages the award-winning D7000 series pedigree to introduce advanced imaging technologies in a light, compact body for wider audiences.*

Nikon Australia is proud to announce the launch of the D7500, Nikon's newest DX-format DSLR. Designed to fuel the passions of photographers, the D7500 combines the performance of class-leading DSLR photography with outstanding agility and operability to create endless possibilities for core photography enthusiasts and those on a quest to perfect their craft.

**Availability:** The D7500 will be available from June 2017 with the AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR kit lens

**Pricing:** Please refer to Australian Authorised Resellers for local pricing

"Intended to inspire emerging photographers and videographers, the new D7500 builds on the DNA of our DX-format flagship D500 and the same high-performance EXPEED 5 image-processing engine to deliver a significantly improved addition to the Nikon stable," said James Murray, Managing Director, Nikon Australia. "In an improved camera body, we have combined 4K UHD video recording with outstanding low-light and subject acquisition capabilities for capturing still images to provide a refined photography experience," James continued.

The D7500 supports vibrant 4K UHD video to capture cinematic adventures and is equipped with a high-performance EXPEED 5 image-processing engine and an updated Nikon DX-format 20.9-megapixel CMOS sensor, a combination that creates images with superior definition and reduced noise even at higher ISO values. Both are inherited from the Nikon D500, allowing photographers to embrace their full creative potential and freeing them from the constraints of challenging shooting environments. The new Nikon DX-format sensor also has a native ISO range of 100 to 51200\*1 to provide minimal noise in low-light scenarios.

Further supporting the unlimited possibilities for image creation is improved subject acquisition with the highly precise Autofocus (AF), Auto Exposure (AE) and auto white balance performance delivered by the 180K-pixel RGB sensor and 51-point AF System. The D7500 also seizes picture-perfect moments with a high-speed continuous capture of up to 50 shots\*2 with each burst of approximately 8 frames-per-second\*3 (14-bit RAW images with lossless compression applied). All of these features are packed into a re-designed camera body that is lighter and more compact, with a deeper grip to provide secure handling and agility for the freedom of movement.

For superior shots and great adventures to be shared on-the-move, Nikon's SnapBridge\*4 and built-in Bluetooth® and Wi-Fi® are made available.

## **D7500 Primary Features**

**Expressive, professional video in 4K:** Ultra-high quality, bold and sumptuous video content of the Northern Lights or the urban landscape of a bustling concrete jungle can be created with support for 4K UHD video in 2160/30p format for both regular\*5 and time-lapse formats.

Users looking to record longer videos and produce short films are able to simultaneously record files on external HDMI-compatible devices as uncompressed data, as well as the DSLR's own memory card. Sharing and viewing of videos on smart devices is also made easier with the option to write files in MP4/AAC format.

**Image quality that defies limitations:** With the new D7500, photographers are able to push their cameras to the limit in challenging shooting environments. The updated Nikon DX-format 20.9-megapixel CMOS sensor and high-performance EXPEED 5 image-processing engine allows photographers to go out to deserts, explore vast tropical forests with its flora and fauna and capture images of vibrant true-to-life colours. High-definition image quality with minimised noise is maintained with an ISO range up to 51200\*1 even in low-light environments.

To aid photographers experimenting with new aesthetic styles, the camera automatically recognises and analyses each shooting scene and adjusts accordingly when the new Auto Picture Control option is selected. When this option is enabled, the DSLR intelligently determines the optimal colour adjustment by fine-tuning the tone curve, colour and sharpness within the camera, delivering consistency across multiple images taken with continuous shooting. This allows for softer skin depiction in timeless portraits and an enhanced contrast for vibrant landscapes.

The D7500 also incorporates flicker reduction for still images to reduce exposure variations under flickering light sources.

**Life in the fast lane:** The tracking and capture of moving subjects has also been made easier with an array of new features that ensure speed and precision. A 51-point AF system and high-speed continuous shooting at up to approximately 8fps\*3 help to ensure those spontaneous action moments of a marathon or a surfer's wave are never missed. For photographers looking for greater freedom and creative control, the D7500 has the ability to shoot up to 50 shots\*2 in 14-bit lossless compressed RAW with extended buffer capacity. This speed is accompanied by a 180K-pixel RGB sensor (also found in the D500) which supports an Advanced Scene Recognition System for improved face detection performance for auto-area AF and enhanced subject acquisition performance for group-area AF and 3D tracking. To prevent blown-out highlights, a new option for highlight-weighted metering\*6 is also available.

**Processes made easy:** Expanded multiple exposure options and in-camera RAW processing options are now available as new features. Individual images and composition, or partially overlaid images that make up a multiple exposure shot can be previewed while shooting with the option to save all or selected images to be combined on a computer after shooting. The enhanced multiple exposure also simplifies the image creation process by providing the option to delete or retake the last image.

Photographers are also able to process multiple RAW files in batches with the additional ability to apply settings such as white balance and Picture Control during shooting in RAW to processing parameters. This can be done by selecting the "original" setting from the menu. The ability to provide ambient lighting to a scene, (be it in portrait shoots or wedding parties) is made more convenient with the WR-R10 Wireless Remote Controller and SB-5000 Speedlight for radio-controlled (or simply with the conventional optical-controlled) options.

**Keeping up with the travels:** For photographers on the move, convenient handling and greater manoeuvrability are provided from a slimmer and lighter DSLR body of approximately 720g\*7. The camera's lightweight and slim form is ergonomically designed with a deeper handgrip that is both comfortable and secure to hold for hands of all sizes, especially during handheld shooting without a tripod. This is due to the adoption of a monocoque body structure which reduces both size and weight without sacrificing durability or strength.

A new touch-operated, slim-tilting monitor for creative framing and photography styles has also been introduced. Through an intuitive touch-controlled user interface, photographers can conveniently configure settings, scroll through images and control autofocus during shooting along with a whole range of touch-enabled features.

**Convenient connectivity:** Equipped with support for SnapBridge\*4, photographers are able to remain conveniently connected to their smart devices. Built-in Wi-Fi® and Bluetooth® enable the continuous transfer\*8 of images and video files to a paired smart device\*9 via the SnapBridge mobile application for on-the-go social sharing. SnapBridge also provides a suite of additional functions such as remote shooting, automatic update of camera's time and location information, embedding of credit information, reception of firmware updates as well as automatic uploads and cloud storage on NIKON IMAGE SPACE\*10.

## The fine print...

- \*1 The range of supported ISO sensitivities can be extended to Lo 1 (ISO 50 equivalent) and up to Hi 5 (ISO 1640000 equivalent)
- \*2 When a 16-GB SanDisk SDHC UHS-I memory card (SDSDXPA-016G-J35) is used, and an ISO sensitivity setting of ISO 100 is applied. More or fewer shots may be possible depending upon shooting conditions and/or camera setting
- \*3 When using continuous-servo AF, manual or shutter-priority auto exposure, a shutter speed of 1/250s or faster, and other settings at default values
- \*4 SnapBridge can be used with a compatible iPhone®, iPad® and iPod touch® or smart devices running the Android™ operating system with the SnapBridge app installed. The app can be downloaded free from Apple App Store® and Google Play™. The camera cannot be directly paired with a smart device using Wi-Fi. Wi-Fi can be used by enabling it after the camera has been paired with the smart device using Bluetooth®
- \*5 Maximum recording time in 4K UHD is approximately 29 minutes 59 seconds
- \*6 When CPU lens is attached, centre-weighted metering is used
- \*7 Measured in accordance with CIPA standards including the battery and SD memory card, excluding body cap
- \*8 Images (JPEG) reduced to 2-megapixel equivalent can be transferred automatically. RAW/TIFF data cannot be transferred. Movies can be transferred by switching to Wi-Fi®
- \*9 Android 5.0 or later or 6.0.1 or later is required. A device with Bluetooth 4.0 or later (i.e. a device that supports Bluetooth Low Energy) is necessary. iOS 8.4 or later or iOS 9.1 or later is required. iPhone 5 or later, fourth-generation iPad with Bluetooth 4.0 or later (i.e. a device that supports Bluetooth Low Energy) is necessary. There is no guarantee that this app will run on all Android devices. Movie transfers are only possible with smart devices that support Wi-Fi
- \*10 To upload images automatically to NIKON IMAGE SPACE, Nikon ID registration (free) is required, which can be easily setup via [Nikon ID registration/change] menu on the SnapBridge application. Only when uploading to NIKON IMAGE SPACE via SnapBridge, JPEG data reduced to 2-megapixel equivalent can be uploaded unlimitedly in number and capacity