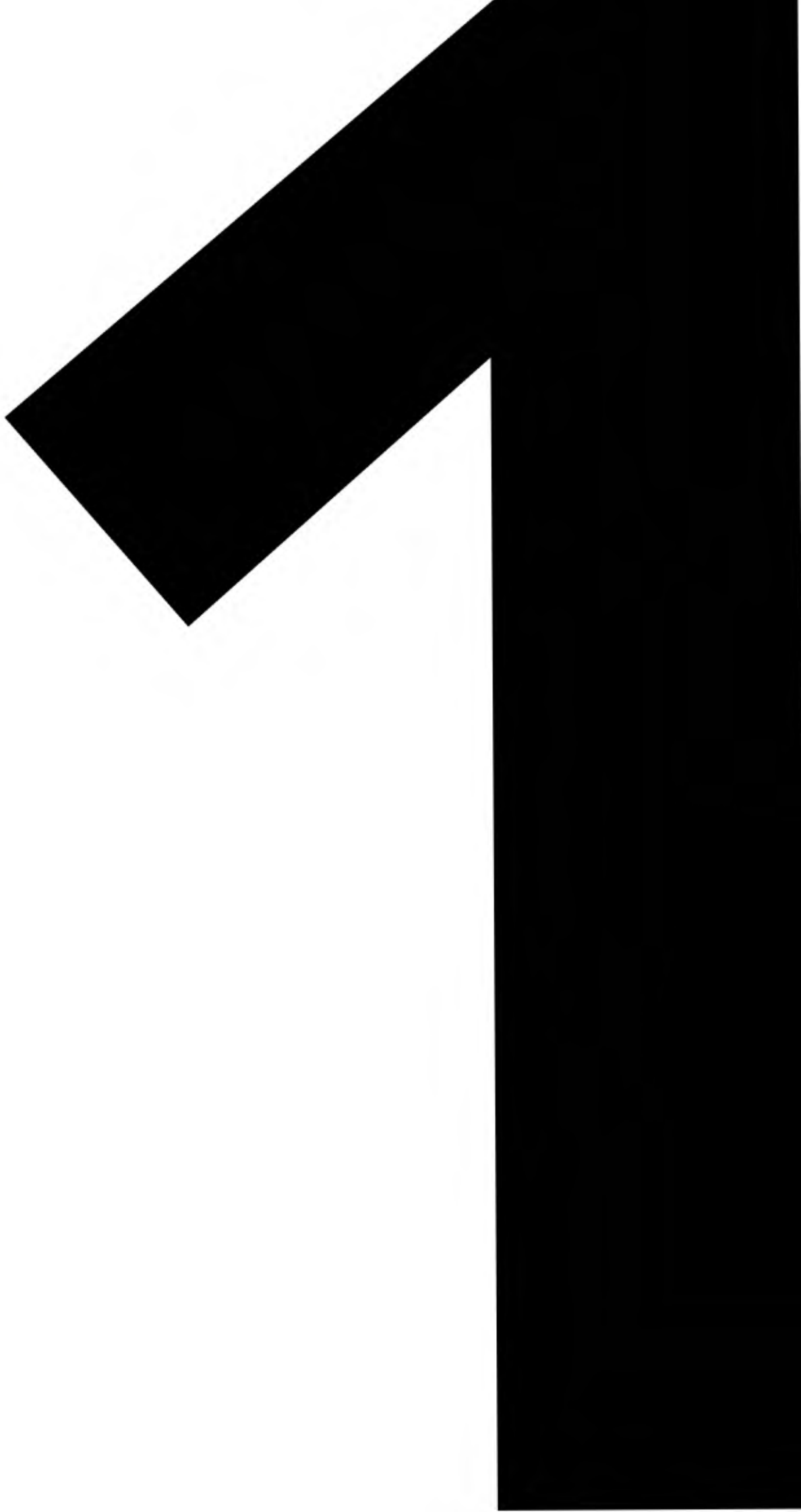




*At the heart of the image*



**Nikon 1**

Twenty years ago, the first digital camera was introduced.

Since then, photographs and videos have become dramatically more accessible.

The world of photography and cinematography has evolved from one that offered people the creative freedom to shoot images or videos they desire, to one that explores new ways of enjoying their unique digital creations.

To meet today's expectations for imaging, we, at Nikon started once again from scratch, from zero. We took a completely fresh look at digital cameras to create the one camera that would satisfy all needs.

We have combined the most advanced functions with operability that is both simple and universally intuitive. We have balanced excellent portability with unparalleled image quality. We are not only offering the freedom to shoot high-quality still and moving images, but also an entirely new way of visual expression that combines the best of imaging with music.

What's more, we have overcome the challenges and limitations of the past to create a game-changing, uniquely different camera.

We introduce the new, advanced camera with interchangeable lenses, Nikon 1 <One>. Nikon 1 <One> will give you greater creative freedom and bring to life the joy and excitement you experience.

A casual, compact versatile camera delivers stunning image quality which is perfect for capturing a snapshot of your daily life or an extraordinary landscape.

Share and cherish the beauty, the smiles, and the joy of your life.

All of these new and exciting possibilities are here in one.

Your World In One.  
Nikon 1 <One>





New lenses. A new camera body. And a new image sensor.

Nikon has developed a new, game-changing standard for digital cameras.

Starting from zero, we have carefully engineered every detail of the camera.

Every inch of the camera reflects our design philosophy.

The minimal design, high-performance functions, and simple operability of this camera will be a smart complement to your shooting style.



## Nikon 1 V1

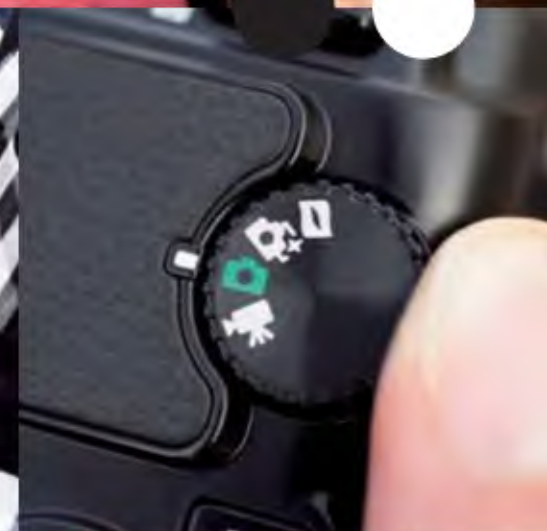
Peer into the finder and enjoy a reassuring, comfortable shooting style with the Nikon 1 V1. The magnesium alloy used on its exterior adds a touch of class. The monochrome color lineup further accentuates the sophisticated, high-quality craftsmanship.



## Nikon 1 J1

Five eye-catching hues that complement the camera's minimal design will add a splash of color to your daily life. Perfect for any occasion, you will want to take it with you, everywhere you go. Lenses also come in the same five colors so you can express yourself even more creatively.

\* Lenses that are the same color as the camera are only available when you purchase a kit.  
\* 1 NIKKOR VR 10-100mm f/4.5-5.6 PD-ZOOM is only available in black.







Exposure Mode : Aperture Priority Auto • Shutter Speed : 1/25 second • Aperture : f/4 • Exposure Compensation : +0.3 EV • White Balance : AUTO • Sensitivity : ISO 100 • Lens : 1 NIKKOR 10mm f/2.8

High image quality surpasses your imaginations  
in a compact body that fits in the palm of your hand.  
Always there by your side to capture the joy and excitement.

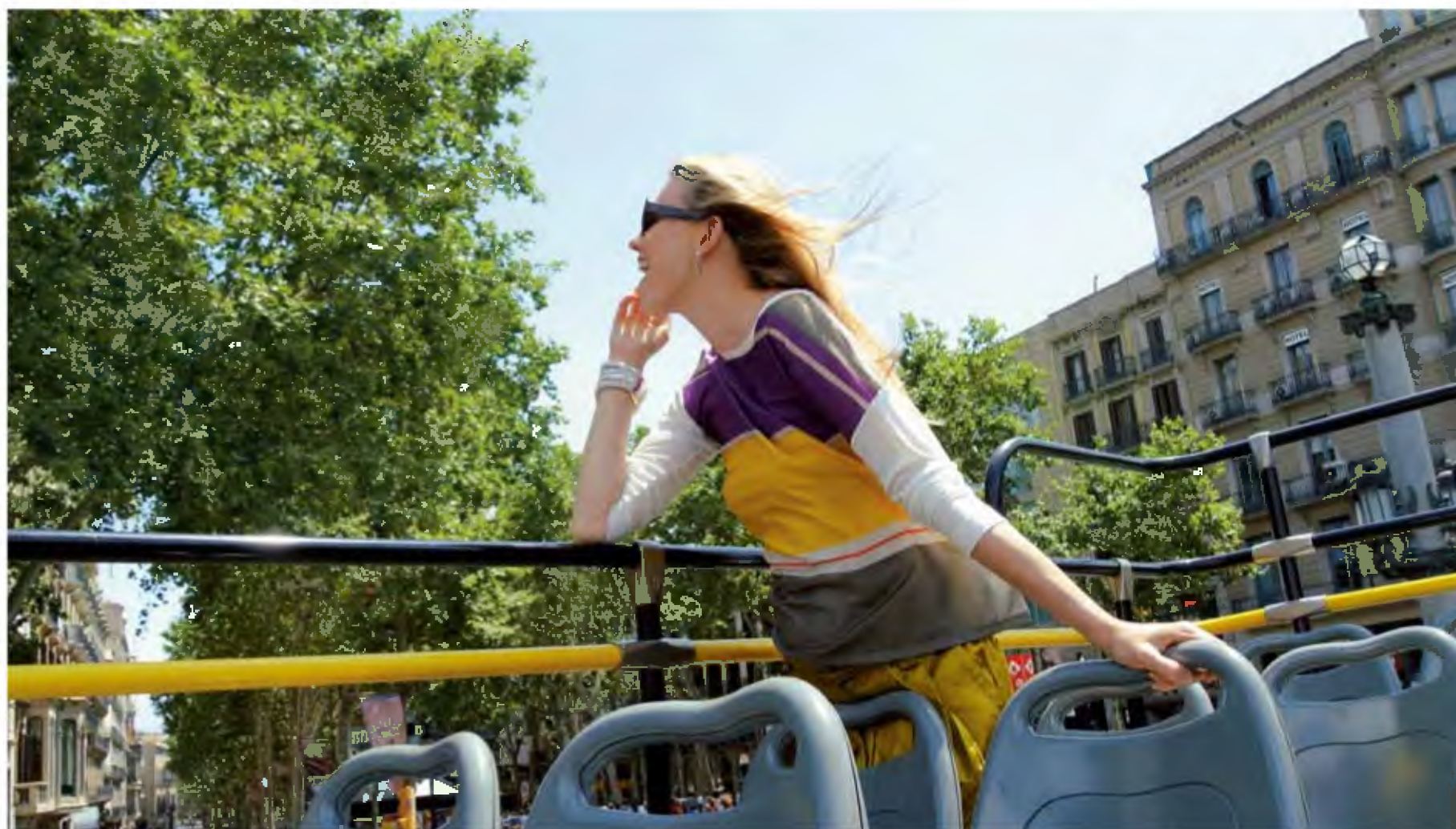




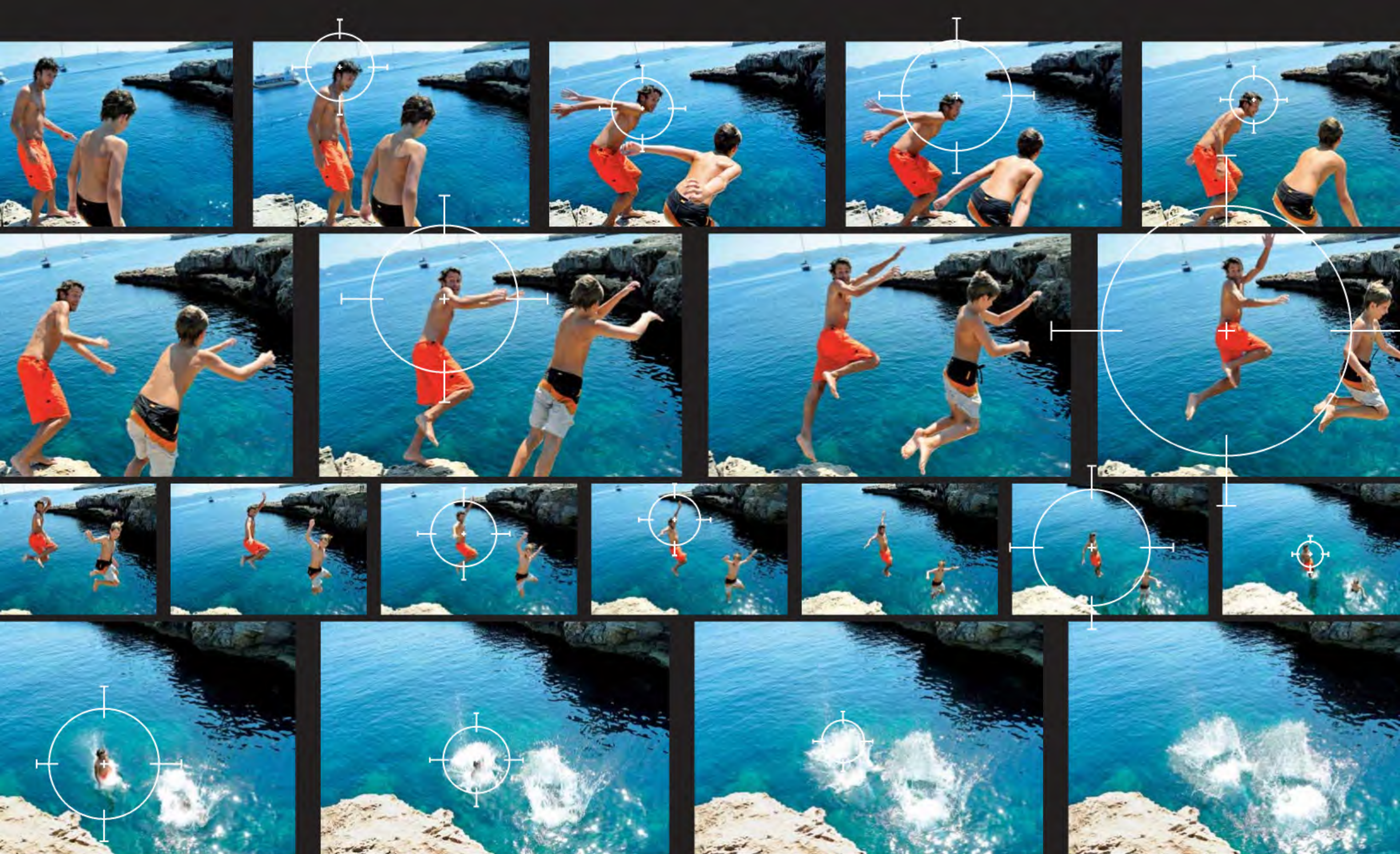












**Capture the action you never knew existed with the new,  
incredibly fast, and seamless autofocus**

### Fastest AF x Most Focus Points in the World

We offer two of the world's best features to let you capture special moments faithfully. First, we present the world's fastest autofocus<sup>\*1</sup>. The phase-detection AF, embedded in the newly developed sensor, will track and capture fast-moving subjects in sharp, crystal-clear focus. Second, we offer the most focus points in the world. The focal plane phase-detection AF with effectively positioned 73 points<sup>\*2</sup> recognizes the moving subject as a plane to ensure that images are captured clearly. Because of the Advanced hybrid AF system, the camera will automatically select the contrast-detect AF mode in poorly lit areas to expand the area covered by the autofocus. With the camera's remarkably quick and smooth AF, you can capture scenes you never knew existed.

\*1 The world's shortest shooting time lag (as determined by Nikon performance tests). Measured when using the single-point AF mode and the shortest focal length of a standard zoom lens (1 NIKKOR VR 10-30mm f/3.5-5.6). As of September 5, 2011.  
\*2 You can choose any of 73 focus points when using the single-point AF mode from user settings.



The world's fastest AF transforms  
every moment into a once-in-a-lifetime,  
picture perfect moment

### World's fastest continuous shooting, Max.10fps in AF-A mode / Max.60fps in AF-S mode

The world's fastest autofocus delivers the world's fastest continuous shooting. You can continuously capture images at approx. 10fps while the AF constantly tracks the subject and keeps every element in razor-sharp focus. In continuous shooting at 60fps, focus is locked on the position detected in the first frame. With this innovative feature, you can unequivocally capture your once-in-a-lifetime photo opportunity. Picture perfect moments are often found in dynamic scenes such as exciting plays from a sporting match or energetic children at play. With the autofocus technology of the Nikon 1 <One>, you can capture, not just one, but a series of spectacular moments with super-crisp, high-quality images.

★ When the aperture value is f/5.6 or smaller with the shutter speed 1/60 or faster (as of September 5, 2011).

★ With default settings, you can shoot at a high speed of 10fps by pressing down on the shutter-release button all the way. While shooting, the camera will be focused on the subject within the AF area in the center of the screen. Face-priority AF is not available.

★ You can change the shooting speed to 30fps and 60fps by changing the settings from the shooting menu [Shutter type], [Electronic(Hi)] for V1. [Electronic(Hi)] can be selected from [Continuous] for J1.

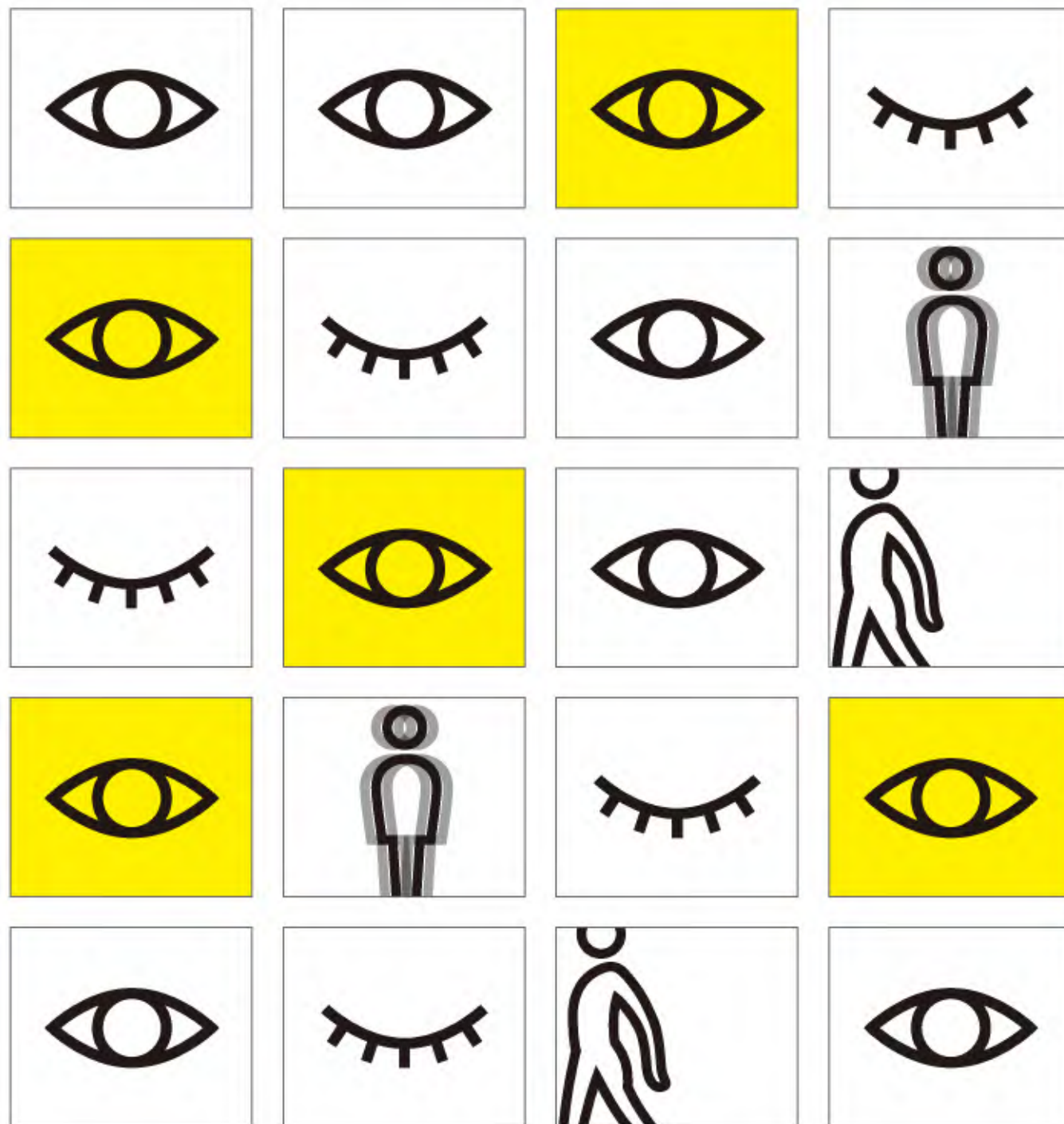






Exposure Mode: Manual Shutter Speed: 1/25 second Aperture: f/4.2 Exposure Compensation: 0EV White Balance: AUTO Sensitivity: ISO 400 Lens: 1 NIKKOR VR 30-110mm f/3.8-5.6





You no longer need a "back-up" shot



20 → 5 → 1

### SMART PHOTO SELECTOR

When shooting fast-moving subjects, you may find it difficult to keep them within the frame or you may miss a fantastic photo opportunity due to the subject's unpredictable movements. With Nikon's Smart Photo Selector, you will never miss those picture perfect moments again. All you have to do is push the shutter-release button as you normally would. It is that simple. The camera will then automatically take total of 20 shots before and after you press the shutter-release button at a high speed of 30fps. What's more, it will automatically select the most spectacular shot from the series of shots taken. Whether it is the expression of a loved one as they turn to look over their shoulder or a fun-filled scene at a party, the Nikon 1<One> will capture it all.



Small body,  
tremendous possibilities




### Super high-speed AF CMOS sensor × New Image Processing Engine EXPEED 3

Experience a revolutionary new style of shooting with Nikon's state-of-the-art image sensor and processing engine. The newly developed super high-speed AF CMOS sensor is the world's first image sensor created for a digital camera with interchangeable lenses that comes with a focal plane phase-detection autofocus. Also equipped with the contrast-detect autofocus method, Nikon 1 <One> is a robust, versatile camera ideal for a wide range of challenging subjects and situations. Its super-precise focusing offers a smooth and comfortable shooting experience when taking still and moving images. The image sensor also employs the newest generation CX format CMOS sensor, preceded by the FX and DX format image sensors. With its compact body and optimal, well-balanced architecture, the camera promises beautiful picture quality while reducing noise. With our new generation high-speed image processing engine, EXPEED 3, you can capture movies in full HD and simultaneously record high-resolution still images, all while taking advantage of new ways of visual expression, such as the Motion Snapshot. The unparalleled combination of our superior image sensor and image processing engine, developed especially for the Nikon 1 <One>, will make moments you were unable to capture in the past, yours. \* As of September 5, 2011. \* Equipped with the EXPEED 3 image processing engine designed especially for the Nikon 1 <One>.









**Capture the best movie and the best shot  
without missing a single moment**

**FULL HD MOVIE**

To date, you had to choose between shooting movies or photographs to capture a special moment. With the Nikon 1 <One>, you can now shoot high-resolution still images, while shooting high-quality, full HD movies (1080/60i) simultaneously. The rich power of expression and multiple view angles of the 1 NIKKOR lens allow you to express yourself even more creatively through still images and movies. Even while you are shooting a movie, if you press the shutter-release button, you can capture high-resolution still images without interruption and without changing the mode dial. Whether it is photographs or movies, you no longer have to choose. Both can be yours with the Nikon 1 <One>.





Discover subtle details  
you could not catch with  
the naked eye

## SLOW MOTION MOVIE

By controlling the lapse of time, we have discovered a way to expose new fragments in time. With the Slow Motion Movie function of the Nikon 1 <One>, you can delay the lapse of time in your scene, revealing layers of fun and excitement that were previously undetectable by the naked eye. For example, using the Slow Motion Movie function at 400fps you can capture each flap of a bird's wings and at 1,200fps you can capture every spark of a fireworks display. With this camera's Slow Motion Movie, you can make new discoveries everywhere you look.







Scene Auto Selector : Landscape • Shutter Speed : 1/640 second • Aperture : f/4.5 • Exposure Compensation : 0 EV • White Balance : AUTO • Sensitivity : ISO 100 • Lens : 1 NIKKOR VR 10-30mm f/3.5-5.6