

World's First Built-In Wi-Fi -Enabled Digital Cameras



Nikon is redefining the digital camera shooting experience with the announcement of two new revolutionary Wi-Fi enabled models. The Coolpix P1 and P2 are the world's first built-in Wi-Fi-enabled (IEEE802.11b/g) digital cameras to hit the marketplace. These groundbreaking cameras allow consumers to immediately transmit images wirelessly directly to a computer or to any PictBridge-enabled printer equipped with the optional Nikon Wireless Printer Adapter (PD-10), for wireless printing.



In addition to USB connectivity that makes it easy to hook the cameras up to a computer or other peripherals, wireless transfer allows the photographer to send pictures from a memory card or his or her camera's internal memory direct to a selected computer on command. Wireless shooting automatically

transfers each picture to a selected computer as soon as it is shot. Pictures can then be viewed with Nikon's powerful yet fun-to-use and easy PictureProject software. And wireless printing delivers the convenience of cable-free direct printing to PictBridge-compatible printers. All these functions are easy to implement, too. Just set them up with the Wizard utility to enjoy easy wireless capabilities that add outstanding flexibility to the digital photography experience.

The Coolpix P1 and P2 will be available in September 2005 with a MSRP of \$549.95 and \$399.95, respectively. The Wireless Print Adaptor (PD-10) will be available in October 2005 with an MSRP of \$49.95.

Making much of digital camera's connectivity to the network, Nikon released compact digital cameras with easy and quick data transfer functions and developed image transfer technologies in collaboration with FotoNation Inc. and Microsoft. Then, in 2003, Nikon introduced the Wireless Transmitter WT-1, which, attached to the digital SLR D2H, enables wireless image transfer. This was followed in 2004 with the Wireless Transmitter WT-2, which was designed for D2X and realized enhanced security and compatibility with new protocol PTP/IP. With these products, Nikon has been leading wireless image transfer technology, earning the plaudits of the press and of other industries. And now, in order to introduce the wireless transfer function to even more customers, Nikon has released compact digital cameras with built-in Wireless LAN support, offering a new level of excitement in digital photography.

The Wireless LAN (Wi-Fi) is not only for professionals or business use. It will be increasingly popular with general consumers. As one of the world leaders of digital imaging, Nikon believes it is significant that it is introducing the world's first consumer digital still cameras with Wi-Fi support. Nikon's future models will also support Wi-Fi function where appropriate.

As image transfer using Wireless LAN (Wi-Fi) gains popularity and the number of compatible products available increase, various additional user benefits can be offered. In addition to image transfer to TV, DVD recorder and photo storage devices, direct image transfer from hotspots in airports and other public spaces, and even wireless image transfer between digital cameras, may become possible. Positioning digital cameras as key network devices, Nikon intends to develop and offer new possibilities for built-in Wireless LAN (Wi-Fi) support to entertain customers. Not only wireless image transfer functions, but also other cutting-edge features will be developed to create added value for future products.

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