

The New Nikon D5100: Unleash Your Creativity

RRP:

Body Only - £669.99 / €777

18-55VR Kit - £779.99 / €904

London, UK, 2011: Nikon introduces a new D-SLR to its line-up, the D5100, which is packed with features to make shooting stills or full HD movies more exciting than ever. The D5100 will give you a new creative perspective thanks to its improved Vari-angle screen, special effects mode and full (1080p) HD Movie.

Jordi Brinkman, Product Manager for Nikon Europe, says: "The D5100 is a great camera that allows you to express your artistic side through impressive images and movies. You can shoot with creative effects and unique angles, all at the level of superior image quality seen in the D7000!"

Unique viewing angles

The successor to the popular Nikon D5000, the D5100 features an improved Vari-angle LCD screen. The screen now opens horizontally for greater maneuverability, even when using a tripod. This freedom of movement adds unparalleled creativity when using Live View, allowing shooting from virtually any angle. You can also view pictures and movies in more detail on the high resolution (approximately 921k-dot), 7.5 cm (3-in.) wide-viewing angle monitor.

The Live View function is a simple and intuitive way of taking pictures and with the D5100's dedicated switch it is even more straight-forward to operate. When using Auto mode you don't even need to worry about the scene you are shooting, as Scene Auto Selector chooses the most appropriate settings to give you the best image.

Inspire your creativity

The D5100 has a newly introduced special effects mode to shoot amazingly unique pictures and full (1080p) HD movies. The range of seven effects include selective colour, where you select up to three colours to appear in the still or movie while other areas are

monochrome, and miniature effect, which makes an image appear like a view of miniature scale. You can select which special effect to shoot in and they are directly accessible via the mode dial on the top of the camera.

Stunning HD movies

The Nikon D5100 makes it effortless to switch between shooting stills and movies as the D-Movie button is located next to the shutter release. This position gives a more stable grip on the camera when starting or stopping filming, or switching between shooting stills and movies. You can record all the action in full (1080p) HD at 24 / 25 / 30 fps whilst using the unique range of special effects and the AF-F will ensure your subject is always in focus. When you have finished you can use the in-camera-movie editing functions and it can all be viewed on HD television.

Nikon is also pleased to introduce an optional stereo microphone, the ME-1. Specifically designed for D-SLRs, it lets you record movie clips in high-quality stereo sound with no AF-noise.

Superior image quality

The D5100 makes it easy to achieve superior image quality, even in low-light conditions, with features inherited from the D7000. The DX-format 16.2 megapixel CMOS sensor, delivers rich colours and fine detail for both pictures and movies, whilst the powerful image-processing engine, EXPEED 2, maximizes the performance of the sensor for exceptional quality. Adding to this the D5100 has an expanded sensitivity range to further help capture brilliant images in challenging light conditions – the ISO ranges from 100 to 6400 and can be raised to ISO 25600 at Hi 2, for low-noise images that do not lose the details. Furthermore, there are a wide range of NIKKOR lenses which contribute to the D5100's impressive image quality.

Nikon's new High Dynamic Range (HDR) function and Active D-Lighting retain the detail when there are extreme contrasts in light. HDR takes two images at varying exposures in a single release, which are combined to produce a single image with a wider dynamic range.

Razor-sharp 11-point AutoFocus system:

The 11-point AF system offers fast and precise autofocus coverage across the frame. Four AF-area modes, including 3D-tracking AF, keeps your main subject in focus even if the composition changes quickly in action scenes. This can be accompanied with continuous shooting up to 4 fps to really capture fast moving subjects.

Key features

- Vari-angle LCD monitor: View life at a unique angle with high resolution 921k dot wide-viewing angle screen
- Live View with AF modes: Live View is a straight-forward way of taking pictures and AF modes keep the subject in focus
- Special effects mode: New to the D-SLR range, effects including selective colour and miniature effect for more creative expression when taking stills or movies
- DX-format, 16.2 megapixel CMOS image sensor with EXPEED 2: Inherited from the D7000 for exceptional quality even in poor lighting conditions
- High ISO (100-6400) extendable to Hi 2 (ISO 25600 equivalent): Keeps the detail with low noise in low-light situations
- D-Movie: Full (1080p) HD movies can be taken at up to 30fps. Simple edits can be made in-camera and movies can be watched on HDTV using the HDMI connectivity
- High dynamic range (HDR): Gives detailed shots of high-contrast scenes by combining two shots taken within a single shutter release
- Active D-Lighting: Retains details in highlights and shadows for well balanced images, even if the subject is moving
- Continuous shooting at 4fps: You will not miss that all important fast-moving action shot
- Retouch menu: Gives a range of post editing effects in-camera including movie edits and image resizing
- Picture controls: Lets you set the look and mood of your images before you shoot. Choose from six settings: Standard, Vivid, Neutral, Monochrome, Portrait and Landscape

- Scene modes: Automatically adjusts camera settings, including Picture Controls and Active D-Lighting, for optimal results. Sample photos appear on the display to help select the right mode
- Front and back infrared receivers: ensure maximum usability of the optional ML-L3 remote control when taking self portraits or close-ups
- GPS compatible: Records the exact location of the camera when a picture is taken by using the optional GP-1 unit
- Dual integrated dust reduction system: Image Sensor Cleaning and Airflow Control systems keep dust away from the camera's image sensor for clear, spot-free images
- Stereo sound: Designed specifically for D-SLRs, Nikon's optional Stereo Microphone, ME-1, lets you record movie clips in high-quality stereo sound, with no AF noise. Comes with windscreens and soft case accessories

D5100 specifications	
Image sensor	CMOS sensor with 16.2 million effective pixels
Dust-reduction system	Image sensor cleaning system, Airflow control system
File format	NEF (RAW): 14 bit, compressed; JPEG: fine, normal or basic; NEF + JPEG
Viewfinder	Pentamirror with 95% frame coverage and 0.78x magnification
Monitor	7.5-cm, approx. 921k-dot (VGA), Vari-angle TFT LCD with 170° viewing angle, approx. 100% frame coverage
Shutter speed	1/4000 to 30 s in steps of 1/3 or 1/2 EV; Bulb; Time (requires optional Remote Control ML-L3)
Drive mode	4.0 frames per second
Autofocus	Nikon Multi-CAM 1000 autofocus sensor module with TTL phase detection, 11 focus points
AF-area mode	Single-point AF, dynamic-area AF, auto-area AF, 3D-tracking (11 points)
Lens servo	Autofocus (AF): Single-servo AF (AF-S); Continuous-servo AF (AF-C); Manual focus (MF)
Exposure metering	TTL exposure metering using 420-pixel RGB sensor
Metering method	Matrix, Center-weighted, Spot
Exposure mode	Auto, Auto Flash off, Scene Modes: Portrait, Landscape, Child, Sports, Close up, Night portrait, Night landscape, Party/indoor, Beach/snow, Sunset, Dusk/dawn, Pet portrait, Candlelight, Blossom, Autumn colours, Food; Programmed auto (P), Shutter-priority auto (S), Aperture priority auto (A), Manual (M)
Special effects	Colour Sketch, Selective Colour, Miniature effect, Night Portrait, Silhouette, High Key, Low Key
Picture Control System	Standard, Neutral, Vivid, Monochrome, Portrait, Landscape

Exposure compensation	-5 to +5 EV in increments of 1/3 or 1/2 EV
ISO sensitivity	ISO 100 - 6400, Hi1, Hi2 (25.600 equivalent) in steps of 1/3 EV
Built-in flash	Auto flash with auto pop-up; P, S, A, M: Manual pop-up with button release; Guide number: approx 13m
White balance	Auto, incandescent, fluorescent (7 types), direct sunlight, flash, cloudy, shade, preset manual, all except preset manual with fine tuning
Live View lens servo	Autofocus (AF): Single-servo AF (AF-S); full-time-servo AF (AF-F); Manual focus (MF)
Live View AF-area mode	Face-priority AF, wide-area AF, normal-area AF, subject-tracking AF
Live View Autofocus	Contrast-detect AF anywhere in frame (camera selects focus point automatically when face-priority AF or subject-tracking AF is selected)
Automatic scene selection	Available in Auto and Auto Flash Off modes
Movie metering	TTL exposure metering using main image sensor
Frame size(pixels) and rate	1,920 × 1,080, 30p/25p/24p, H high/normal; 1,280 × 720, 30p/25p/24p, H high/normal; 640 × 424, 30p/25p, H high/normal
File format and compression	MOV; H.264/MPEG-4 Advanced Video Coding
Audio recording device	Built-in monaural or external stereo microphone (optional NIKON ME-1); sensitivity adjustable
Playback	Full-frame and thumbnail (4, 9 or 72 images or calendar) playback with playback zoom, movie playback, slide show, histogram display, highlights, auto image rotation and image comment (up to 36 characters)
Connectivity	Hi-Speed USB; Video output: NTSC, PAL; HDMI output: Type C mini-pin HDMI connector; Accessory terminal: Remote Cord MC-DC2 (available separately), GPS Unit GP-1 (available separately); Audio input: Stereo mini-pin jack (3.5-mm diameter)
Supported languages	Arabic, Chinese (Simplified and Traditional), Czech, Danish, Dutch, English, Finnish, French, German, Indonesian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Thai, Turkish
Battery	One Rechargeable Li-ion Battery EN-EL14
AC adapter	AC Adapter EH-5a/5b; requires Power Connector EP-5A (available separately)
Dimensions (W x H x D)	Approx. 128 × 97 × 79 mm
Weight	approx. 560 g with battery and memory card
Supplied accessories	Rechargeable Li-ion Battery EN-EL14, Battery Charger MH-24, Eyepiece Cap DK-5, Rubber Eyecup DK-20, USB Cable UC-E6, Audio Video Cable EG-CP14, Camera Strap, AN-DC3, Body Cap BF-1B, Accessory Shoe Cover BS-1, ViewNX 2 CD-ROM

ENDS

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About Nikon

Founded in Japan in 1917, Nikon has grown to become the world leader in digital and precision optics technology with a strong presence in all four corners of the world.

Through its award-winning product line-up, including entry-level and professional digital SLR cameras, interchangeable NIKKOR lenses and the consumer COOLPIX range, Nikon regularly raises the standard in product design and performance. With over 90 years of engineering expertise, it is no wonder that Nikon is the top choice for photographers around the world.

In 2009, Nikon celebrated two key milestones in the lens category – the 50th anniversary of its legendary F-mount SLR lens-mounting system, making it the only manufacturer to sustain its original lens mount for such a long period, and has recently exceeded production of over 55 million NIKKOR lenses. Both highlight Nikon's dedication to producing quality and functional products that can be used by photographers for years to come.

Nikon also produces equipment such as IC and LCD steppers and scanners, instruments such as microscopes and semiconductor inspection equipment. Other products include sports optics products such as binoculars, rangefinders and fieldscopes, ophthalmic lenses and surveying instruments. It is the only major optical company in the world that still controls and manufactures every aspect of its glass-making business, allowing it to finely tune Nikon lens specifications, quality and performance.

Nikon has consolidated net global sales of 785,499 million Japanese Yen (year ending 31 March, 2010) and Nikon Corporation is listed on the Tokyo stock exchange.

Nikon: *At the heart of the image.*