

PRESS RELEASE

NIKON@CEBIT 2001 – EXPECT MORE

Nikon are pleased to announce that the recently launched D1X and D1H Professional Digital SLR cameras can be seen side by side for the first time at CeBIT 2001.

In a new 700m² stand, some 50% larger than last year, Nikon's products can be seen around a stylish cat-walk area showcasing the work of the Düsseldorf Fashion School.

Whether you want to try a Coolpix, watch how the Professionals handle a D1X or see how easy it is to digitalise your films with one of the three new film scanners, Nikon specialists will show you how at CeBIT 2001.

NIKON PROFESSIONAL DIGITAL CAMERAS in full workflow

The recently announced flagship Nikon **D1X** and **D1H** Professional Digital SLR versions have already created a storm in the digital imaging industry and can be seen for the first time side by side at CeBIT 2001.

Based upon the EISA and TIPA award winning benchmark D1 these new variants boast a host of improvements setting a new standard of Total Image Quality matched with increased ease of use.

The ultra high definition 5.47mega-pixel D1X and the 5 frames per second high operability 2.74 mega-pixel D1H can be seen side by side for the first time in the world demonstrated by Nikon specialists at CeBIT 2001.

Both cameras boast improved colour processing, white balance metering and tone compensation delivering world beating results in both quality and speed to further fulfil the demands of the professional.

The Nikon stand features a huge 30m² Professional Studio where fashion photographers will demonstrate the speed of capturing large D1X RAW and 17MB TIFF files and immediately transferring them from the camera directly to computer via high speed IEEE1394 (Firewire™) interface.

The Nikon Catwalk models will be photographed after each show in the Pro Digital Studio and A0 sized prints will be processed on the spot and presented throughout the day in the "Studio Now" area for visitors to see the amazing quality achievable with the new Professional Digital bodies.

DIGITAL NEWS GALLERY

In a new move recognizing the changing demands of photojournalism in the digital age Nikon's shall be showcasing the work of the photographers of DPA, the German national news agency in the "Digital News Gallery".

Prints of some of the most dramatic and humorous moments captured over the last year using Nikon equipment can be viewed in a gallery environment. All of these images were digital or film (and then scanned) for transmission around the world.

So whether you are an industry professional looking to make your digital decision or an enthusiastic amateur looking for imaging inspiration then this years Nikon stand is the place to be.

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COOLSCAN

While the focus at CeBIT is on the award-winning selection of digital cameras, Nikon have also confirmed their commitment to film users by announcing a range of high quality film scanners. Designed for a broad spectrum of applications there are models for photography enthusiasts, high-productivity bureaux, industry and specialist services such as panorama and 16mm. With USB and IEEE1394 interface models, the scanners will find favour with both at home and in professional environments.

The 2900dpi USB Coolscan IV ED is truly a bridge to the future for the home film enthusiast. The 4000dpi IEEE1394 Coolscan 4000ED allows advanced professional quality scanning at high performance and productivity and with the roll film SA-30 means 36 exposure rolls of film can be scanned quickly and easily. The 4000 dpi IEEE1394 Coolscan 8000ED widens the media options from up to 6x9 medium film format and down to 16mm cine as well as a large number of specialised formats such as 35mm panoramic.

All scanners are equipped with the famous Nikkor ED glass lenses which ensure sharp, accurate imaging due to their outstanding low dispersion characteristics. The high quality optics complements the class-leading resolution of the CCDs and demonstrates that image quality is derived from a combination of sophisticated electronics and optical know-how. Taking advantage of the superb accuracy and precision of Nikon's technology, unique software from Nikon's long-established partner Applied Science Fiction has been incorporated into Nikon's own scanner software Nikon Scan 3. Known collectively as ICE 3, the technology from Applied Science Fiction removes scratches (ICE), restores colour (ROC) by reading the film emulsion and grain equalisation (GEM) by removing the effect of grain to restore old or damaged images – all with a one-button interface.

At CeBIT Nikon specialists will be able to demonstrate the ease of harnessing this blend of quality hardware and cutting edge software that work in harmony to restore your damaged or faded film past whilst increasing productivity.

Welcome to

NIKON COOLPIX@CEBIT

The Nikon name has long been synonymous with high quality, high performance photography. With the arrival of Digital Cameras for the "prosumer" and enthusiast market Nikon's Coolpix range has come to represent innovate design and versatility whilst retaining the key values of the Nikon brand.

From the first introduction of the fledgling Coolpix cameras five years ago, Nikon have built quality, speed and imaginative features and into a succession of innovative and successful product designs.

The top-of-the-range swivel design Coolpix 990, has achieved accolades on both sides of the Atlantic.

In almost every European country, Coolpix 990 has confirmed its success by winning major awards and prizes for quality and performance.

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Designed for ease of use in a carry-anywhere size, the Coolpix 880 is a camera intended for anyone, anywhere, anytime photography whether for business or pleasure. Harnessing Nikon's unrivalled knowledge of "what makes a good picture" to the potential brought by digital processing the Coolpix 880 has eleven unique and specially programmed "Scene Modes" to ensure perfect results in common but demanding situations such as Sunsets, Beach/Snow and Portraiture. By setting up optimal focus, exposure, white balance and other adjustments the Coolpix 880 "Scene Mode" selection makes it easy to take great pictures, every time.

Come and see Nikon's Coolpix at CeBIT.

To ensure the best possibility to experience the excitement and opportunities of Digital Photography, the newly designed and stylish Coolpix demonstration areas feature a number of hands-on activities for visitors to discover and participate in the world of Coolpix. As digital photography is all about communicating images, ideas and emotions with our friends and family, visitors to the stand can take away prints or can e-mail a record of their CeBIT visit around the world to colleagues or relatives.

Nikon photography experts will be on hand to provide information at whatever level is appropriate – be it a film enthusiast looking to make a digital decision, a web designer seeking a rapid imaging solution or simply someone who wants to take beautiful pictures. As a special bonus, the Nikon Catwalk will provide an opportunity for all to experience the thrill of Coolpix digital photography from the front line of a real fashion show.

MICROSCOPES

Nikon microscope products SMZ 800 Stereomicroscope, Eclipse E600, and the E400 Eclipse will be demonstrated in combination with Nikon Digital Imaging products for medical applications.

PARTNERS STAND

To show of the huge potential that shooting with a Nikon Digital camera or Coolscan can bring to photography, five well-known Nikon associated software companies will share the new Nikon Partner Stand – FotoWare, Applied Science Fiction (ASF), iPIX, Lasersoft Imaging and nik multimedia, giving real-life exciting examples of how professionals and enthusiasts alike are turning to the Nikon motto of "Expect More" into reality.

INTERNET CAFÉ

A Business & Press lounge on the first floor covering 200m², where business & communication can be conducted in a relaxed atmosphere. Press can log into Internet, surf or send the latest news from the Nikon booth – Two 42" plasma screens will illustrate the D1X Pro Digital Studio at work or fashion images from the Catwalk.

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THE CATWALK – THE FASHION OF IMAGING

For CeBIT 2001, Nikon has adopted the theme "Expect More. Nikon". The booth located in Hall 9, Stand No. A 28 occupies an impressive 700m² of floor space. The booth, double the size of CeBIT 2000, offers visitors the chance to see for the first time the new High Tech Digital products in action, and operating in realistic environments. To demonstrate our innovation and quality imaging capabilities, product demonstration have been segmented into main product groups and activities covering the ground floor area of 500m², and on the first floor a space of 200m² the Nikon Internet café for Business and Press communication.



So whether you are an industry professional looking to make your digital decision or an enthusiastic amateur looking for imaging inspiration then this years Nikon stand is the place to be. Lights, action, music, fashion & cameras.

For complete details of the Nikon Imaging products & specifications, please refer to:
www.nikon-image.com/english or www.nikon.de.

Nikon Europe BV

Nikon GmbH

PRESS RELEASE**AMERICAN DINO COMES TO HANNOVER**

Hanging proudly in New York's Times Square, a giant photo of the awesome Tyrannosaurus Rex proclaims the DVD release of the Spielberg Block-Busters movies Jurassic Park and The Lost World. The Dino, originally a 2 metre model, was shot in his Santa Monica studio by Joe McNally with a Coolpix 990.

In Times Square, the monster T-Rex stood to a giant 20 metres tall in a 23 x 14 metre hanging: a scaling of 1200 % making it "The World's Largest Single Digital Image". Now the monster has come to Germany and can be seen on display at the Nikon Stand. Restricted space prevents the full 20 metre beast from making a personal appearance, but the power and image quality of the Coolpix can be full appreciated from the large format wall hanging of the original photo.

**FREQUENTLY ASKED QUESTIONS**

Q1. How did this project unfold?

A1. It began as a concept, as we considered how extraordinary it was that now, with the right camera and software technology, there is virtually no limit on the size that a single digital image can be. We wanted to prove it was possible to enlarge a single digital image to this enormous size and show how great it can look.

Q2. Why did Nikon choose to use a dinosaur as a subject?

A2. We wanted something that was big, really big, at least in everybody's mind. So we went to Universal Studios, who were about to release "Jurassic Park" and "The Lost World" onto DVD. Universal lent us the Tyrannosaurus Rex model used in the films, and we came up with the concept for "Mr. BigShot".

Q3. Who was the photographer who took the shot, and how was it done?

A3. World famous photographer Joe McNally captured the image at a private studio in Santa Monica, CA. The model of the T-Rex measured approximately 3.5 feet high by 7 feet long. McNally did extensive propping and studio lighting of the model to simulate its natural environment before he captured it with the Coolpix.

Q4. What camera was used to capture the image?

A4. The image was captured with a Nikon Coolpix 990 Digital Camera set at the HI setting to produce an uncompressed TIFF file. The Coolpix 990 features a 3X Zoom-Nikkor lens for exceptional clarity and detail, a 3.34 megapixel CCD with true (non-interpolated) image resolution of 2048 x 1536, and a file size of almost 10MB.

Additional Material:

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