



LEHDISTÖTIEDOTE

Nikon Nordic AB
Suomen toimisto
Äyritie 8 B
01510 Vantaa
www.nikon.fi

Nikon to exhibit the Nikon D4S at CES 2014 Next-generation flagship model for the world's top photographers revealed

Helsinki, 7th January 2014 - Nikon today announced that it is preparing for the release of its next-generation flagship model, the Nikon D4S D-SLR camera. The camera, designed for the world's top photographers, will be exhibited before it is officially released at the Nikon booth at the 2014 International CES in Las Vegas, Nevada, USA. International CES is one of the world's largest consumer technology exhibitions and runs from 7th to 10th January 2014. As Nikon's new flagship model, the D4S will offer significant advances over the Nikon D4 D-SLR camera that include even better image quality through the adoption of a new image-processing engine, and more advanced autofocus performance.

The Nikon D4S represents a combination of Nikon's advanced camera development technology heritage and years of experience working closely with photographers. Designed to expand the possibilities for professional photographers who require the best possible performance in extreme environments, the Nikon D4S will particularly benefit those in the fields of sports, press, and nature photography.

Nikon began as an optical device manufacturer developing and manufacturing optical lenses. This year marks the 97th anniversary of the company's establishment. Nikon will continue to develop high-performance, highly functional products based on the optical technologies it has cultivated over its long history.

Press contacts:

Tiina Ahteela

0400 729 349

tiina.ahteela@nikon.fi

Jyrki Tuppurainen

050 577 2676

jyrki.tuppurainen@nikon.fi

For more information about Nikon's award winning products please visit www.nikon.fi

Nikon perustettiin Japanissa vuonna 1917 ja se on maailman johtava digitaalisen optiikan ja tarkkuusoptiikan valmistaja. Nikon tunnetaan nykyään ympäri maailmaa digitaalisista järjestelmäkameroistaan, vaihdettavista NIKKOR-objektiveistaan ja COOLPIX-kompaktikameroistaan. Nikon on ainoa iso optiikan valmistaja, joka vieläkin valmistaa lasinsa kokonaan itse pystyäkseen hienosäätämään objektiivin ominaisuudet ja maksimoimaan laadun ja suorituskyvyn. Nikon on myös ainoa valmistaja, joka on pysynyt alkuperäisessä objektiivisuunnittelussaan yli 50 vuotta. Muita Nikonin tuoteryhmiä ovat mm. kiikarit, etäisyysmittarit ym. mittausräjämittarit, skannerit, mikroskoopit ja puolijohdekomponentit. Nikon Corporation on listattu Tokion pörssiin. www.europe-nikon.com