

NIKON SERIES E LENSES

For Nikon System Cameras

Nikon optical excellence
at remarkably low cost



A system of ultra-compact optical excellence so affordable to compromise.

The magnificent image quality produced by the combination of Nikon camera and Nikon system lenses has long been acknowledged as the finest in 35mm photography. Now, Nikon owners can enjoy this quality at amazingly low cost, with Nikon Series E lenses.

For sheer optical excellence and reliable performance, Nikon Series E lenses have no equals at anywhere near their modest prices. What is even more important, however, is that, unlike other low-cost lenses, they are designed and built by Nikon expressly for use with Nikon AI-system cameras.

When your lenses are made to the same ultra-precise Nikon specifications (which are not available to other lensmakers) as your camera, you know you'll be getting the best results possible. And, with low-cost Nikon Series E lenses available in the most popular focal lengths, there's no reason to settle for less than an all-Nikon system of your own.

What makes Nikon Series E lenses superior to other moderately-priced optics? There are many reasons.

Nikon optical leadership extends over more than 60 years. It encompasses not only photo-

graphic lenses but also astronomical telescopes, binoculars and precision microscopes — all known throughout the world for highest quality. Thus, in creating the system of low-cost Series E lenses, Nikon has enjoyed exclusive advantages of experience, resources and technology that no independent manufacturer can begin to match.

Unlike most lensmakers, Nikon produces its own optical glass. Nikon scientists can choose from more than 200 different glass types to assure the finest photographic results. Aided by Nikon's sophisticated computer design facilities, they continually create the most advanced lens formulas in the world. Equally important, they have complete control over every phase of the lens making process. This assures that every Nikon lens, regardless of price, meets uncompromising Nikon quality standards from concept to completion.

Precise optical assembly is another vital element in every Nikon lens. And here, too, Nikon's more than six decades of experience in producing high quality optics pays impressive dividends. Elements are formed, hardened, meticulously ground to microscopic tolerances and polished — then

lenses that make Nikon dable, there's no need

centered with critical accuracy to achieve the famous Nikon full-field sharpness and brilliance. All elements are hard-coated for increased light transmission, contrast and color quality.

Nikon mechanical integrity ensures that this optical excellence performs reliably with your Nikon slr. It is evident in the rugged, metal bayonet flange that mates precisely and securely with your camera's bayonet lensmount — with far greater reliability than the 'adapters' used by independent lens makers. In the instantly responsive focusing and aperture rings — and the accuracy with which every Series E lens couples to your camera's automatic controls. That's because only Nikon designs each lens exclusively for

use "only" with Nikon cameras. As a result, you can depend on every Nikon lens for lasting optical performance, exposure accuracy and handling ease.

All Nikon Series E lenses provide full performance with all AI (Automatic Indexing) Nikon slr cameras*, including automatic exposure control with cameras so equipped, and aperture indication in the viewfinder via Nikon Aperture Direct Readout (ADR). (They can also be used with non-AI Nikon models, employing the stopdown method of exposure measurement). And, each accepts standard Nikon 52mm filters for added convenience and economy.

*Nikon EM, FM, FE, F3, F2A/AS, EL2 and Nikkormat FT3.



NIKON SERIES E

Normal Lens



50mm f1.8

This amazingly small and light lens delivers extraordinary optical performance. Its angle of view corresponds most closely to that of the human eye, making it the ideal choice for a majority of situations. You'll like the natural-looking perspective with which the 50mm lens pictures your subjects as much as the crisp sharpness with which it reproduces the finest details. Moreover, its large f1.8 maximum aperture lets you shoot great pictures even in relatively dim light, both indoors and out.



And, you can focus close enough to fill the entire picture frame with a subject about the size of your hand! In every way, the Nikon 50mm Series E is your basic lens — the perfect beginning to your personal Nikon lens system.

Wide Angle Lenses

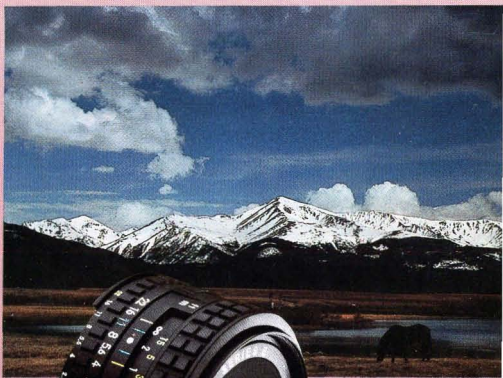
28mm f2.8

For sweeping landscapes, for cramped interiors, for tightly-framed close-ups less than a foot away, the Nikon 28mm f2.8 Series E is the perfect choice. Use it also to create a feeling of 'depth' and dramatic perspectives. It's marvelously compact and light, with excellent contrast and edge-to-edge brightness that are astounding in so affordable a lens. Takes in almost 4 times the area of the normal 50mm lens, with high f2.8 speed and sharpness to make quick, accurate focusing easy even in poor light. And at its minimum aperture of f22, everything's sharp from about two feet all the way to infinity!

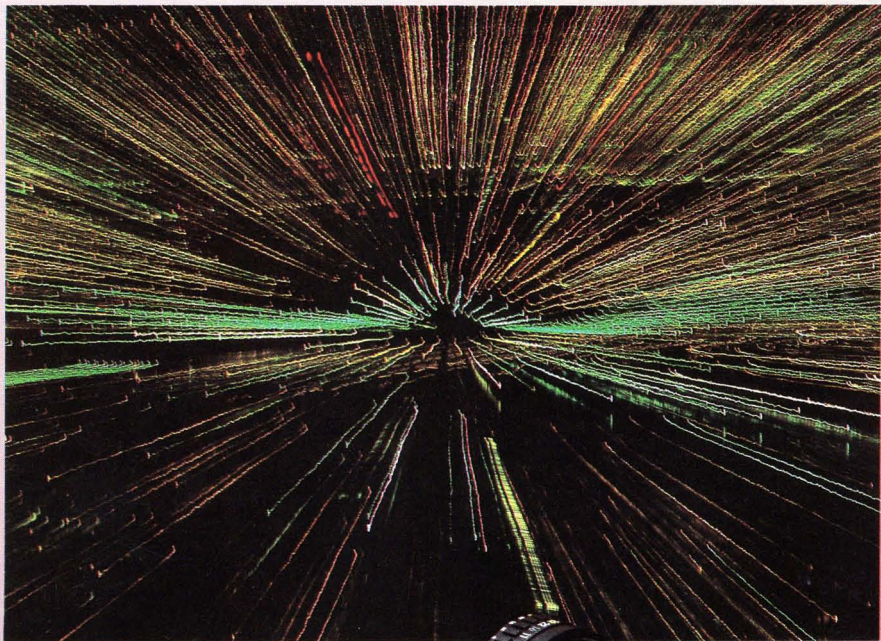


35mm f2.5

The classic wide angle, with broad 62° coverage and state-of-the-art optics for remarkable image quality and compactness. Its short intermediate focal length provides pleasingly lifelike perspectives. Ideal for flash photography — both for its picture angle, which matches that of Nikon electronic flash units, and its extra margin of speed, which simplifies accurate focusing. For scenics, for candid, for photo-journalism, day or night, indoors or out, the Nikon 35mm f2.5 Series E lens assures top quality and convenience.



Zoom Lens



75-150mm f3.5

Versatility is the essence of this uniquely compact, critically sharp Nikon lens. A fraction of the size, weight, and cost of individual 85mm, 100mm, and 135mm lenses — yet far more flexible, it puts 76 prime focal lengths at your fingertips. Gives from 1.5x to 3x magnification compared to the 50mm lens for eye-catching action, sports, and nature work. Excellent for portraits, too, because neither you nor your subject have to move to obtain the desired image size. The one-touch zoom/focus control makes spectacular zoom-during-exposure shots easy. Less than 5" long, it focuses to a close 39.4"



at every focal length. And, as with all Nikon system zoom lenses, once you have it focused sharply it stays in focus as you zoom. Plus extra-small f32 aperture for maximum depth-of-field. A delight to use, with performance unprecedented at its modest cost.

Telephoto Lens

100mm f2.8

Gives you double the image size of your normal 50mm lens, yet is barely half the size and weight of typical teles! Perfect for portraiture, with magnificent sharpness plus natural perspective and comfortable working distance that lets you shoot unobtrusively for best expressions. There's nothing like it for sports action, for candid, or otherwise inaccessible subjects. And, with its relatively shallow depth-of-field (especially at wider openings), it can diffuse a distracting background while keeping your subject sharp and clear. Its precision construction makes the 100mm f2.8, like all Series E lenses, eminently suitable for motor-drive photography, even at fastest firing rates. Just 2.28" short and 7.85 oz. light, the Nikon 100mm f2.8 telephoto is certain to magnify your picture-taking pleasures... automatically.



Nikon Series E Lenses Technical Specifications

Focal Length	Aperture Range	Angle of View	No. of Elements/Groups	Closest Focus	Filter Size	Dimensions: Length x ϕ	Weight	Optional Lens Hood
28mm	f2.8-f22	74°	5/5	11.8"	52mm	1.8x2.5"	5.3 oz.	HR-6
35mm	f2.5-f22	62°	5/5	11.8"	52mm	1.7x2.5"	5.3 oz.	HR-4
50mm	f1.8-f22	46°	6/5	23.6"	52mm	1.3x2.5"	4.8 oz.	HR-4
100mm	f2.8-f22	24°20'	4/4	39.4"	52mm	2.3x2.5"	7.9 oz.	HR-5
75-150mm	f3.5-f32	31°40'-17°	12/9	39.4"	52mm	4.9x 2.6"	18.3 oz.	HN-21



**Nikon EM, FE, FM,
and F3 Single Lens Reflex Cameras**



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