

NIKON

The standard of excellence

Cameras • Lenses • Accessories • Binoculars



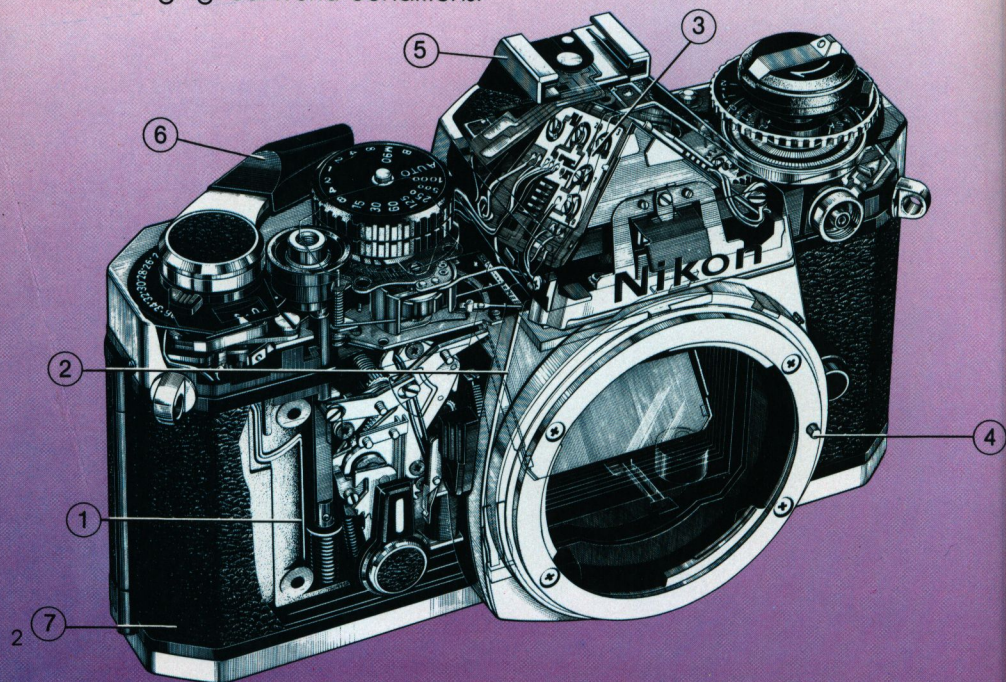
Nikon. The very name symbolizes the highest calibre of excellence, innovation, integrity. Today, this name appears on a wider-than-ever range of precision photographic products. From economy models to the highest-performance professional instruments, each is designed to be the very best that advanced technology, human ingenuity, and skills can create.

Nikon not only employs the newest technologies, but uses creativity to go beyond them. Nikon does this by designing its own electronics, for reliability far beyond the ordinary... making its own optical glass, for consistent quality through technology unavailable to others. All this and more insures that each Nikon product meets or exceeds Nikon's stringent specifications — not only in the laboratory, but under the most challenging *real-world* conditions.

Now, add fast, easy operation. Plus smooth, positive precision that you'll instantly feel. And, uncompromising dependability. Now, you have it. A Nikon. The world's finest, in every class.

The anatomy of a Nikon

It's easy to see that any Nikon single lens reflex gives you a combination of qualities no other camera can match. Although it might seem hard, at first, to tell the difference between Nikon models — since all share the same, basic unity of design, meticulous care in construction, and essential quality features. For example, each Nikon gives you a supremely strong *metal body casting* (1) that's light and compact. A precision *metal shutter* (2), far more rugged than delicate cloth types. A center-weighted, electronic *through-the-lens meter*



(3) for consistently precise exposures under virtually any lighting conditions. And the rugged *Nikon bayonet mount* (4) that accepts more than 60 renowned Nikon lenses, from 6mm to 2000mm — optics of a range, quantity and quality unrivalled in all photography. Wherever you look, the difference is clear. In the large, brilliant *viewfinder* (5) which assures pinpoint focusing sharpness as a result of its special silver coating and finder screen derived from Nikon cameras built for NASA. The consistently smooth, comfortable *advance lever* (6). Recessed *motor drive contacts* (7) gold-plated to resist corrosion, accepting a compact Nikon motor drive for the ultimate in automatic firepower.

All this and more awaits you in every Nikon, even the lowest-priced. It's your assurance that your Nikon photographs can be the sharpest, most colorfully lifelike possible, and that your Nikon will perform reliably long after lesser cameras have failed. Your photographic achievements can be as limitless as the Nikon system, photography's largest and finest by far. These are the qualities that make Nikon the choice of the overwhelming majority of the most demanding of all 35mm slr users, professional photographers.

For the U.S. Space Shuttle, NASA again selects Nikon

There is perhaps no challenge more awesome than that of photography in space, where the supreme reliability of Nikon products has been

proven again and again. As with every manned space shot since Apollo 15, NASA has again turned to Nikon, choosing the Nikon F3 as the only operational 35mm camera scheduled for use aboard Space Shuttle flights. While specially modified for in-space use, these newest 'space Nikons' and their accompanying array of Nikkor lenses are essentially production models, with the same basic features and capabilities as those available now at Nikon dealers.

This ongoing Nikon role in the U.S. space program has led to significant benefits to earthbound photographers. It has helped make Nikon cameras even more rugged, reliable and fast-handling than before. And, it reaffirms the Nikon commitment to setting the pace for photographic progress, across our world and beyond.



NIKON F3

The finest, most advanced Nikon slr of all time

The Nikon F3 is a landmark in 35mm technology — for professionals, for serious amateurs, for all whose photographic aspirations know no bounds. Totally modular, precise and reliable, it's the first slr to offer automatic exposure control with interchangeable viewfinders and screens and with every Nikon system lens. The first with power-saving LCD (Liquid Crystal Display) viewfinder readout. Plus a quartz-timed titanium shutter, 6-fps motor drive, and more. Designed for the most challenging professional and personal requirements, its reliability is unsurpassed.

Yet the Nikon F3 is surprisingly light, compact, and easy to use. In automatic mode, merely choose your lens aperture, focus and shoot; a specially designed electronic system using a sensitive Silicon Photo Diode meter sets the precise shutter speed required. Steplessly, from 1/2000 to 8 seconds, with Large-Scale Integrated circuit (LSI) microprocessor accuracy. Or, choose manual electronic metering at any of 16 calibrated shutter speeds, each quartz-timed for ultimate precision.





For total visual control, the LCD finder readouts show shutter speed, under/over exposure and manual metering data clearly, using far less battery power than common LED displays. Nikon's Aperture Direct Readout (ADR) shows the selected lens opening, and there's a ready light/exposure verification signal for Nikon auto exposure thyristor flash units. All data appears with each of the F3's 4 finders and 20 screens, each assuring the virtual-100% framing accuracy unique to Nikon, each incredibly bright and clear.

But the F3's magic only begins here. Add its compact MD-4 Motor Drive with optional NiCad battery pack to fire up to 6 frames per second with mirror up, 5.5-fps with mirror in operation, even in -20°C cold. Or, use 8 AA cells and shoot up to 140 36-exposure rolls. The motor batteries also power all camera functions thus ending camera-battery worries. With its power rewind, remote control facilities, and sheer handling ease, it's the most advanced camera/motor drive combination ever.

For flash photography, the F3 provides automatic off-the-film exposure metering! Choose the Nikon SB-11 thyristor unit for auto bounce control and about 60 feet 'reach.' Or, choose the compact Nikon SB-12 thyristor for auto shutter programming and up to a 40 foot range. Each permits stepless aperture choice,* and assures reliable exposure accuracy with any lens, at almost any aperture. Each provides automatic exposure compensation with any lens, filter or close-up accessory, resulting in a new dimension in creative light control.*

Add multi-exposures in precise registration, even with motor drive and a titanium shutter engineered for flawless performance over hundreds of thousands of exposures. Smooth, ratchet film advance with micro ball bearings and balanced gearing. Quartz-timed circuitry that turns the meter on as you touch the shutter button and turns it off 16 seconds after you let go. Meter memory lock, exposure compensator, depth-of-field preview for creative control, and more.

With the Nikon F3, you're ready — no matter where you're headed in photography.

NIKON FE

Foremost value among fine auto compact slrs

Many are the photographers who find the Nikon FE the ideal automatic slr. From professionals with vast experience to amateurs with little or none. And many are the elements that make it the finest camera in its class. Uncanny ease of operation, for one. Automatic versatility, for another. Most important, its superior Nikon precision, finish and feel. It's the creative camera par excellence, with a host of ingenious built-in features for truly superior photography. All with a unique quality you'll sense the moment you first hold an FE. And best of all it's all at an easily affordable price.

Simply focus and shoot. Automatically, the sensitive Silicon Photo Diode meter sets the electronically-precise shutter speed, steplessly, in a 1/1000-to-8-seconds range. With any reflex-viewing Nikon lens, filter, tele-converter, extension rings or bellows, even microscopes or telescopes! This Nikon aperture-priority automation makes depth-of-field a matter of choice, not chance. A handy meter memory lock and exposure compensator permit added creativity. And you can meter manually, too!





You focus with pinpoint sharpness on the interchangeable finder screen, derived from Nikon 'space cameras.' The large, brilliant finder shows shutter speeds, lens aperture, exposure indicator, even flash signal for Nikon thyristor units. The image is bright and easy to see because every AI-Nikkor or Nikon Series E lens automatically programs the meter for full-aperture operation as you attach it to the rugged bayonet mount in a quick 1/6 turn. Nothing could be easier.

You can create stunning multi-exposures easily. Preview depth-of-field with pushbutton ease. Shoot electronic flash at up to 1/125 second — twice the speed of conventional cloth shutters, a must for creative fill-in flash photography. The rugged, vertical metal shutter also offers special mechanical settings for manual use without batteries, if required.

For great action photography, add the compact, economical MD-12 Motor Drive and fire as fast as 3.5 shots per second, in single-shot, continuous, or multi-exposure modes. Special auto meter turn off circuitry assures longest camera battery life, and an extensive range of Nikon remote timing and triggering accessories may be used. The motor's comfortable, anatomical grip makes handling a delight. And its rugged Nikon precision assures lasting, professional reliability.

After dark, slip on the cordless Nikon SB-10 or the pocket size model SB-E thyristor flash. Automatically, Nikon circuitry sets the FE shutter to 1/90 synch speed... activates the ready light in the finder... and sets the precise exposure, depending on pre-determined aperture. Light, bright, and reliable, each is built to the same standards of quality as the camera it's made for.

The affordable, automatic Nikon FE compact. Once it's in your hands, you'll really understand why Nikon is the finest.

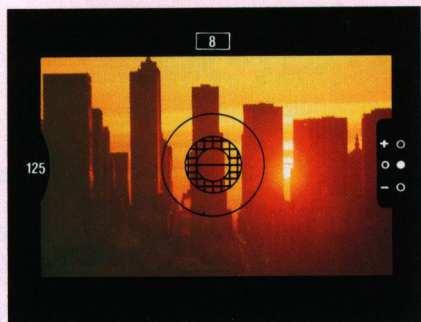
NIKON FM

The classic high-performance manual compact

The Nikon FM is the finest manual-metering compact in all 35mm... perfect for perfectionists, whether their aspirations are personal or professional. Offering a total range of creative controls, it is superbly balanced, supremely responsive, and reliable under the most challenging conditions. In short, it's pure Nikon — at a price that makes it an incredible value!

The FM's electronic meter assures accurate exposures easily, with a quick turn of the aperture ring or shutter speed dial, with an always-bright LED readout in the viewfinder. The sensitive Gallium Photo Diode meter is linked to a Nikon-designed 170-element Integrated Circuit (IC) and Functional Resistance Element (FRE) which uses gold and other precious metals for lasting integrity. And the large, bright silver-coated finder shows shutter speed and lens aperture for full visual control.





While the camera is compact, the controls are exceptionally large and easy to use. There's a silken-smooth advance lever born of Nikon space cameras. Top-mounted multi-exposure control, with automatic frame counter so you always know how much film remains. Convenient depth-of-field preview, ultra-precise shutter release, even a safety latch to make inadvertent opening virtually impossible.

The FM's vertical metal shutter combines superior durability with X-synch up to 1/125 second — twice the speed of cloth shutters, perfect for automatic flash photography with your choice of Nikon thyristor units. Its titanium mirror frame remains stable in extreme temperatures as no lesser metal can. And the rugged, chromed-steel Nikon bayonet

mount assures highest mounting ease and accuracy with every reflex-viewing Nikon lens, from 6mm to 2000mm.

In seconds, you can attach the trim Nikon MD-12 to achieve reliable automatic firepower up to 3.5-fps, in single, continuous, or multi-exposure modes. It's perfect for news, sports, action, candid, children and animals. For special applications, add such unique Nikon accessories as the Modulite that fires any motorized FM from up to 200 feet away, or Intervalometer for time-lapse sequence shooting. It's all in a day's work, with the FM.

Compare the Nikon FM to any other compact for precision, performance, price. You'll see there simply is no comparison.



NIKON EM

The incredibly economical Nikon automatic

Whether you're looking for your first fine camera or a superb second 'body' for your present Nikon system, the Nikon EM makes it easier than ever — with uncompromising Nikon quality. It's automatic. It's inexpensive. And, it's a Nikon. No other slr so light and ultra compact is so reassuringly precise, from its rugged metal chassis and shutter to silver-coated finder to gold-plated motor/meter contacts.

Just choose your aperture, focus, and shoot. Innovative Nikon electronics linked to the sensitive Silicon

Photo Diode meter set the precise, stepless shutter speed. Automatically, from 1/1000 to 1 second. If the required shutter speed is below 1/30 or above 1/1000, the exclusive SONIC™ alert "beeps" to tell you the exposure isn't correct — another Nikon photographic first!

The Nikon EM features a large, brilliant finder displaying shutter and exposure data for excellent visual control. One-touch backlight control that tames seemingly impossible lighting conditions, automatically. Built-in self-timer that puts you in the





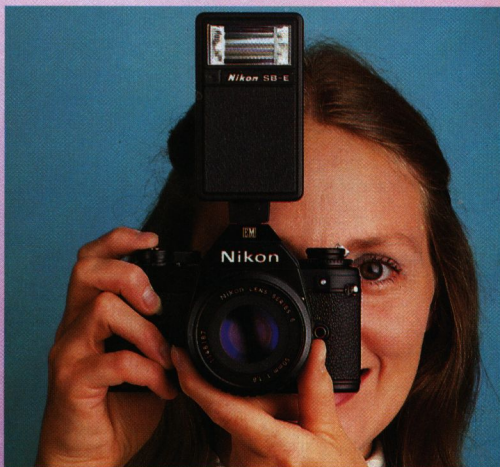
picture at will. And the rugged Nikon bayonet mount accepts nearly 70 Nikon lenses for truly incomparable picture quality and versatility.

To make your Nikon EM photography even faster and easier, add the low-cost, 6.5-oz. motor drive MD-E. Automatically, it advances film for up to 2 shots per second, singly or in continuous sequences. The motor's unique, anatomical grip makes holding and carrying easy. For fleeting moments of motion or emotion, for once-in-a-lifetime expressions or action, the motorized EM is a dream come true.

More electronic wizardry happens when you mount the feather-light Nikon SB-E thyristor flash. It automatically sets the EM's metal shutter to the fast 1/90 synch speed, activates the viewfinder LED ready light, which blinks to alert you if your lens aperture is too small — and assures a beautifully-exposed flash picture! Nikon technology even lets you forget ASA and aperture settings on the flash — data is automatically

exchanged with the camera for virtually foolproof operation. Simply slide on the flash, turn it on, and fire away. It's the easiest system ever!

With all its exciting benefits and capabilities, the Nikon EM costs so little you'll be amazed. So if you thought you couldn't afford a Nikon — think again!



NIKON-SYSTEM LENSES

Optically and mechanically, the world's finest



A decisive advantage of Nikon photography is the entry it gives to more than 60 Nikon system lenses — optics of a quantity and quality unmatched in all 35mm. Each is all Nikon from concept to completion, made from Nikon's own optical glass (unlike most lensmakers, Nikon never relies on outside suppliers for this vital ingredient) to assure consistent, controlled quality paramount to highest performance.

Nikkor lenses represent the supreme achievement of the lensmaker's art, with unsurpassed precision and excellence in every facet. Each features Nikon multilayer Integrated Coating for magnificent brilliance and color fidelity.

Fisheye Nikkors — from 6mm to 16mm, for spectacular pictorial effects...also indispensable for architectural, industrial and scientific photography.

Wide-Angle Nikkors — from 13mm to 35mm, ideal for panoramic landscapes, cramped interiors, exciting visual imagery.

Normal 50mm Nikkors — high-speed all-purpose optics of superior resolution and brilliance. This may be the single most important lens you buy!

Telephoto Nikkors — compact, automatic lenses from 85mm to 400mm that pull in distant objects with ease.

IF-ED Tele Nikkors — 200mm to 1200mm, incorporating exclusive Nikon ED (Extra-low Dispersion) optical glass, with superior sharpness and color correction as compared to conventional telephotos, for virtually apochromatic performance. They also feature internal focusing, which allows you to focus without the lens changing size, resulting in better balance for smooth easy handling and composition.

Reflex Nikkors — 500mm, 1000mm and 2000mm. Amazingly compact, critically-sharp optics utilizing the technology of astronomical telescopes built by Nikon for leading

observatories to bring faraway subjects up to 40 times closer than normal 50mm lenses! And, each permits fully automatic exposure control with Nikon automatic slr's — a decisive advantage in sports, wildlife and action photography.

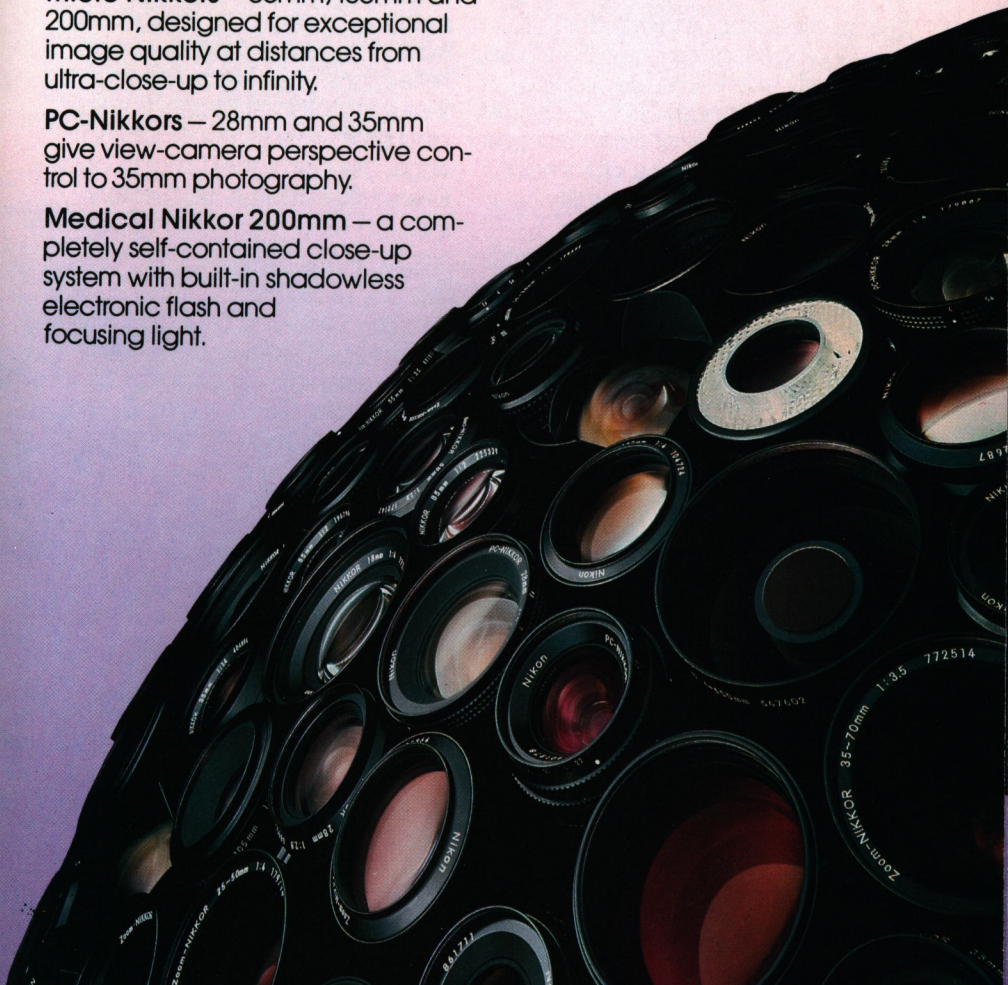
Zoom Nikkors — the first zoom lenses for 35mm to equal fixed lenses in quality — and the widest range, from 25-50mm to 360-1200mm.

Micro Nikkors — 55mm, 105mm and 200mm, designed for exceptional image quality at distances from ultra-close-up to infinity.

PC-Nikkors — 28mm and 35mm give view-camera perspective control to 35mm photography.

Medical Nikkor 200mm — a completely self-contained close-up system with built-in shadowless electronic flash and focusing light.

Nikon Series E lenses expand the Nikon photographer's capabilities at remarkably low cost. *Compromise with lesser optics is unnecessary.* Each is exceptionally light and compact, with total automatic capabilities for all Nikon slrs described in this brochure as well as all previous AI-series Nikon system cameras. Choose from 28mm f2.8 and 35mm f2.5 wide angles, 50mm f1.8 normal, 100mm f2.8 telephoto, and 75-150mm f3.5 zoom.



NIKON SYSTEM ACCESSORIES

More than 300 avenues to photographic excellence

More than a camera, a Nikon 35mm slr is the nucleus of the most comprehensive system ever created for 35mm photography, with literally hundreds of quality-matched components enabling the photographer to meet any imaginable need, today and tomorrow.

Nikon close-up, macro and micro accessories are easy to use, especially with Nikon electronic automation. Choose Nikon close-up lenses for versatility at minimum cost ... Nikon extension rings, automatic or standard, for highest quality images to life-size and larger ... Nikon bellows units for total flexibility and widest magnification range ... Nikon repro copy stands for extra convenience and control ... Nikon slide copiers for routine or special creative slide duplication ... Nikon ringlight electronic flash units for shadowless illumination.

Nikon TC-200 and TC-300 Tele-Converters double the focal length of Nikkor lenses while maintaining the lenses' performance as no other converters can. Exposure compensation is automatically provided

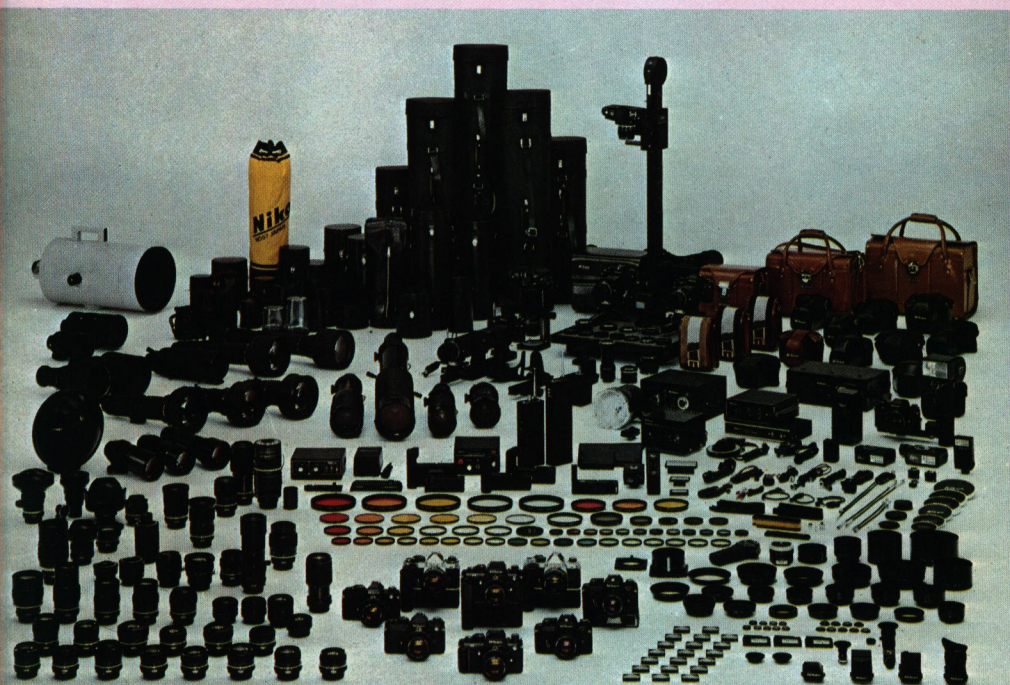
by Nikon meter systems. Nikon TC-14 Tele-Converter offers similar advantages with 1.4x magnification, ideal for close-up and moderate tele work, especially with high-speed Tele-Nikkor lenses.

Nikon filters, polarizers and soft-focus attachments give you wide creative control over image contrast, color, even sharpness and reflections. Their Nikon precision, including plano-parallel flatness and strain-free metal mounting rings, assures highest image quality. Every Nikon meters accurately through all of them, even polarizers!

Nikon Intervalometer MT-1 lets you fire any motorized F3, FE and FM at selected intervals of up to 8 minutes for automated, unmanned time-lapse and sequence photography. Nikon Modulite ML-1 and wireless remote units permit cordless, electronic triggering of the same motorized cameras up to 2300 feet away, without interference from CBs, electronic flash units, or infra-red radiation. Nikon remote control cords provide further triggering capabilities.

Nikon eyepiece accessories offer increased viewing and focusing versatility. Choose among 10 eyepiece correction lenses, from +3 to -5 diopters, for 'personalized' viewing comfort. Nikon Right Angle Finder DR-3 shows upright, unreversed, full-frame image for viewing at chest-level or from either side. Nikon 2X Eyepiece Magnifier DG-2 doubles size of central finder image for highest focusing accuracy; swings up for normal viewing.

Nikon Eveready and Compartment Cases combine exceptionally handsome styling with convenient access and rugged protection. With the Nikon F3 you can also choose interchangeable viewfinders, focusing screens, film magazines, and Nikon electronic flash units, motor drives and related accessories for the highest degree of versatility ever attained in 35mm photography.



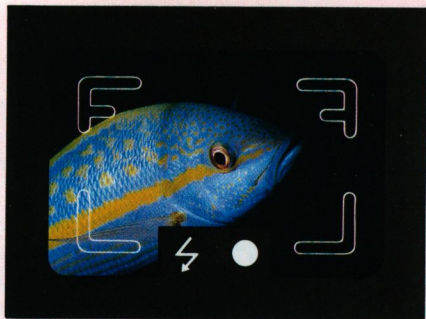
NIKONOS IV-A AUTOMATIC

The first automatic underwater/all-weather 35

The Nikonos IV-A is extraordinary by any standard. Its waterproof, pressureproof construction lets you shoot underwater without any housing, at depths to 160 feet — also in rain, snow, and sleet — conditions no ordinary camera can withstand. Automatically, with Nikon picture quality. Latest in the famous line of amphibious Nikonos 35s, it brings new ease and excellence to 35mm photography under virtually any conceivable conditions.

Dive, boat, ski, climb, explore. Wherever you go, you merely focus and shoot. The built-in Silicon Photo Diode meters light through the lens via a unique curtain in front of the film plane — and Nikon electronics automatically set the precise shutter speed from 1/1000 to 1/30 second, steplessly. With your choice of Nikonos-mount Nikkor 28mm f3.5, 35mm f2.5, or 80mm f4 lenses. There's also an ultra-wide 15mm f2.8, for manual exposures underwater at the Nikonos IV-A's special 1/90 or B settings.





You'll find the rugged, specially sealed metal body easy to hold and handle. It's compact and light, with unique 'action grip' that even permits convenient one-hand operation. The smooth-working, slr-style advance lever lets you wind in single or multiple strokes. The hinged back and special shutter programming make film loading a snap. And the bright, large finder shows the full 35mm frame even when you wear a diving mask, along with LED exposure and flash signals.

Equally remarkable and versatile is the accessory Nikonos SB-101 automatic thyristor flash with remote sensor. It automatically sets the shutter to the fast 1/90 synch speed, activates the finder ready light, and provides accurate flash exposures at a choice of apertures. Its tilting head and quick-release bracket make close-up shots and special lighting effects automatically easy. And its powerful ASA 100 GN of 105 (in feet) lets you shoot subjects 13' away in water, or twice that on land!

Now, add the Nikonos IV-A's power-saving circuitry that turns the meter on and off, automatically. 'Fail-safe' shutter settings that let you shoot without battery power. Broad versatility, with Nikon filters, finders, and flash accessories, and an ingenious close-up outfit. And what you have is the indispensable automatic 35 for divers, marine scientists, outdoors enthusiasts, professional and news photographers.

The automatic Nikonos IV-A. For Nikon quality pictures, where you wouldn't risk using any other fine camera.



Nikkor Large-format Lenses bring superior Nikon image quality to users of all large-format cameras, from 2-1/4 x 3-1/4" to 10 x 12". Each features Nikon multilayer Integrated Coating and provides exceptional sharpness, contrast, color purity, and evenness of illumination. Extra-large image circles provide full creative freedom. In Nikkor-W, Nikkor-SW, and Nikkor-M series, from 65mm f4 to 450mm f9, all with X-synch leaf shutters especially designed to Nikon accuracy standards.

EL Nikkor Enlarging Lenses extend Nikon optical quality to print making. Unsurpassed for color or b & w enlarging, with magnificent resolution, evenness of illumination, and freedom from 'focus shift.' Modestly priced, perfect for any enlarger. Focal lengths range from 50mm to 360mm for all formats from 35mm to 11x14". The 50mm f2.8N is especially prized for its high speed, superb performance, and multilayer Nikon Integrated Coating.



Nikon Binoculars are the world's finest, yet affordably priced. Their unique prism lock construction offers years of crisp, clear, comfortable viewing without eyestrain, even for extended periods. Choose from over 20 models, from feather-light, pocket-size compacts to super-power 20x120, many featuring ingenious Nikon roof prism optics for minimum size, maximum viewing field and handling ease. Low-cost Nikon 6X Monocular and 3X Sports Glass are also available.

Nikon World Magazine

An invaluable publication for every photographer. Features magnificent full-color portfolios by outstanding Nikon professionals plus in-depth 'how-to' articles on practical topics ranging from filters to flash, candid to close-ups, lighting to lenses and more! Plus, information on new Nikon products. To subscribe, send your name, address, and check, money order, or MasterCard or VISA number with expiration date and four digit bank number to Nikon World, P.O. Box 520, Garden City, N.Y. 11530. Published four times annually. Subscription rates \$6 for 1 year, \$11 for 2 years, or \$15 for 3 years.

The Nikon School

A unique Nikon service, the Nikon School of Photography travels to numerous cities throughout the U.S.A. with its exciting and informative weekend course on 35mm techniques. There's no better or easier way of learning how to get the most out of your Nikon SLR, as more than 250,000 participants have already discovered. The low cost makes it a perfect investment in a lifetime of photographic enjoyment. Be sure to ask your dealer when the Nikon School will be in your area, or write to: Nikon School, P.O. Box 14, Bellmore, N.Y. 11710.

Note:

Individual, detailed brochures on Nikon products are available without charge from your Nikon dealer. Or write to Nikon Inc., 623 Stewart Avenue, Garden City, N.Y. 11530, specifying brochure number: Nikon F3, No. N-14. Nikon FE, No. N-2. Nikon FM, No. N-4A. Nikon EM, No. N-1. Nikkor Lenses, No. N-42. Nikon Series E Lenses, No. N-29. Nikon Close-Up System, No. N-23. Nikon Filters, No. N-28. Nikonos IV-A, No. N-25. Nikkor Large-Format and EI Nikkor Enlarging Lenses, No. N-15. Nikon binoculars, No. N-26. Nikon School, No. N-31.

Nikon...The World's Finest



The Nikon F3 has been selected by NASA as the exclusive operational 35mm slr for use on the U.S. Space Shuttle illustrated here.



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