

The exciting new high-performance '83 models are in

Nikon



Welcome to t

NEW. THE NIKON F3AF AUTOFOCUS WITH TWO MOTOR-DRIVEN AUTOFOCUS LENSES.

The new, totally unique Nikon F3AF is the only 35mm SLR automatic focusing camera system in the world that caters specifically to the demanding needs of professional and advanced amateur photographers. With automatic exposure and the fastest automatic focusing, the Nikon F3AF can be used for a wide variety of critical photographic applications to take previously impossible pictures with incredible accuracy.

In situations that require fast follow-focus photography, such as sports, photojournalism and high fashion work, even the best photographers can miss a shot while attempting to focus manually. But not with the Nikon F3AF. Because as the subject moves, so does the focus point of the new AF-Nikkor lenses, to compensate automatically. No manual shifting is necessary!

DX-1 FINDER FOR AUTOFOCUS AND FOCUS AID

The advanced technology of the Nikon F3AF is found under the hood of the new, interchangeable Nikon autofocus finder DX-1. At a touch of the camera's shutter

release button, the Nikon-designed OptoElectronic Focusing System is activated. An internal micro computer coupled to a pair of sensitive silicon photo diodes instantly detects the image displacement and relays this information to the lens electronically in a mere 0.5 milliseconds. In addition to providing automatic focusing with the new AF-Nikkor optics, the DX-1 AF finder also functions as a focusing aid with most other Nikon lenses of f3.5 or faster on any F3 camera.

F3-SERIES CAMERA PERFORMANCE

The F3AF camera body itself functions identically to the standard Nikon F3, providing photographers with quartz-timed manual control, aperture-priority automatic exposure control and the advanced capability of automatic through-the-lens (TTL) flash metering. And all standard Nikon F3 accessories can also be used with the F3AF.

MOTORIZED AF-NIKKOR LENSES

Nikon's years of experience designing internal focusing lens mechanisms led to the development of a



the auto show!

new series of Nikon lenses. Now available are two compact AF-Nikkor autofocus lenses. The 80mm f2.8 AF-Nikkor and 200mm f3.5 ED-IF-AF-Nikkor have fast-response internal micro motors that can quickly refocus for subtle distance changes and can move the optical element groups through their entire focusing range in as little as 0.6 and 1.7 seconds respectively. The 200mm also features a choice of four autofocus range modes which further enhance its focusing speed. A handy button featured on both AF-Nikkor lenses can be pressed to hold the automatic focus distance setting, or, they may be focused manually using the DX-1 as a focus aid at the flip of a switch. In addition, the 200mm is constructed with Nikon's Extra-Low Dispersion (ED) glass for unsurpassed image quality.

The Nikon F3AF system will make the big difference when it comes to capturing more of the world's greatest pictures.

NEW F3 SYSTEM ACCESSORY

To enhance the F3 system, also debuting at PMA is the MK-1 Firing Rate Converter, a new accessory for use with any Nikon F3/MD-4 Motor Drive. This enables photographers to photograph at preselected firing rates of one, two or three frames-per-second.

THE NIKON F3T. A NEW TITANIUM BODY FOR LONGER MILEAGE.

As everyone knows, professional photographers drive their cameras hard. And that's why more pros use Nikon cameras than all other 35mm SLR cameras combined. Because the built-in quality means high performance over the long run. Now, the strength of titanium, one of the world's strongest yet lightest metals, adds extra protection to the already rugged Nikon F3. The new Nikon F3T features a titanium-clad outer body. Compared to brass, the metal normally used for professional SLR camera bodies, titanium is twice as strong and twice as hard to dent or scratch. Plus, it's virtually the equal of expensive platinum in its high degree of resistance to corrosion and rusting. And it's equipped with the exclusive Nikon DE-4 High-Eye-point Finder for a comfortable, unobstructed view of the entire focusing area and exposure display.

Stated simply, the Nikon F3T is the toughest SLR in the world!



INTRODUCING THE AUTOMATIC NIKON FE2 WITH TTL FLASH METERING AND THE WORLD'S FASTEST 35MM SLR SHUTTER.

Many of your customers are finding their photographic talents stifled due to the limits of their present camera. Because in the few years since they stepped up to their first 35mm SLR, they've grown more sophisticated than their camera's features. But now there's a new Nikon that can take these photographers to the next level and beyond—the Nikon FE2.

A STEP BEYOND ANY COMPETITION

The new Nikon FE2 represents a time-proven concept with a unique high-performance additive. Take its three major features—aperture-priority automatic exposures, “true” match-needle manual metering and automatic TTL flash control—and the competition dwindles. Add the new exclusive Nikon high speed titanium shutter with a top speed of 1/4000 sec. and X-synch at 1/250 sec. and there is no competition. And as far as quality, durability and dependability goes, the name Nikon sells itself.

AUTOMATIC OR MANUAL

On automatic, the Nikon FE2 sets the shutter speed steplessly over a wide range from eight full seconds to an action-stopping 1/4000 sec. Shift the FE2 into manual and a quartz oscillator vibrating at 32,758 pulses-per-second, times the shutter speeds with consistent accuracy, frame after frame and year after year. And there's even a mechanically-controlled 1/250 sec. shutter speed.

SUPERIOR TTL FLASH CAPABILITY

When it comes to flash photography, the Nikon FE2 is superior to any other 35mm SLR camera because it permits flash photography at up to 1/250 sec.—a feat previously possible only with bulky medium and large format cameras. This all but eliminates ghost images and allows the use of wider apertures for creative selective focus shooting. Plus, the function of automatic through-the-

lens flash metering will increase any photographer's photographic capabilities. Because TTL flash with the Nikon FE2 is as quick and easy as setting an f/stop. The Nikon SB-15 or new Nikon SB-16 Speedlight automatically programs the FE2 to the proper X-synch speed and the LED flash ready-light blinks to warn the user of potential mistakes. Plus, the system automatically compensates for filters, lens extension or bounce illumination.

MORE FEATURES FOR BETTER PICTURES

Still, with all these tremendous features, your customers will immediately notice the improved brightness of the viewfinder image. Through a special process, the interchangeable focusing screens literally snap into focus, even in dim light. And all they need to know to take a great picture is clearly visible outside the focusing area—shutter speed scale with mode indicator and meter needle, Aperture-Direct Readout, and even an LED warning light to signal that the exposure compensation dial has been switched from its normal position. And while other cameras may also have an exposure memory lock, this control on the Nikon FE2 can also be used for fast bracketing of the automatic exposure. Other features include an energy-saving meter switch built into the shutter release button, self-timer and special control lever for intentional multiple exposures.

Like all Nikon SLRs, the new FE2 is backed up by the most extensive system of lenses and accessories in photography. Nearly 70 Nikkor and Nikon Series E lenses. The MD-12 Motor Drive for automatic film advance at over three frames-per-second. And the new MF-16 Data Back with direct internal contacts.

So, when your customers shop for a camera, you now have a camera they won't outgrow. The new Nikon FE2.



NEW AUTO ACCESSORIES.

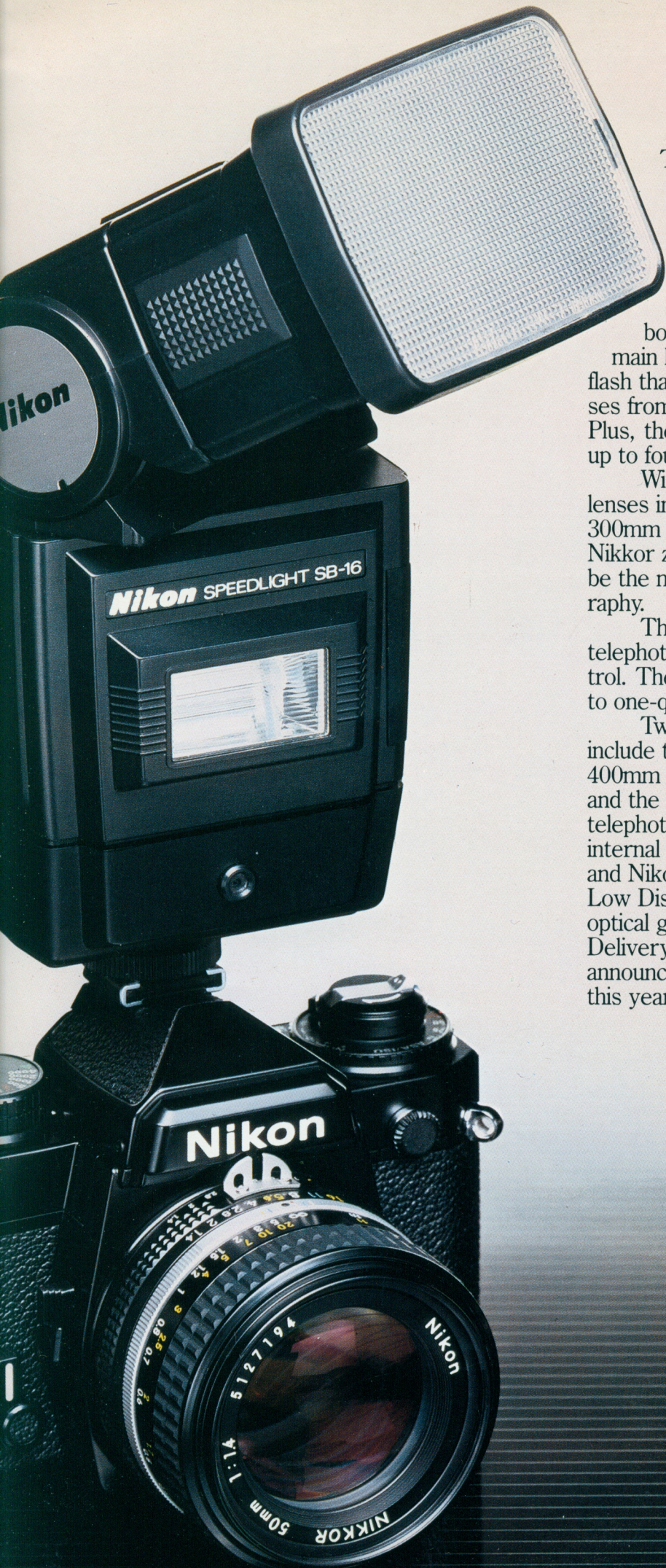
There are six new options for every Nikon SLR. The new Nikon Speedlight SB-16 is compatible with every Nikon camera for either TTL or dedicated auto-flash exposures. There are two couplers to accommodate all Nikon cameras.

The SB-16 has plenty of power for bounce work and features an omni-directional main light with zoom head plus a secondary fill flash that adds twinkle to the eye. It can cover lenses from 24mm wide-angle to 85mm or longer. Plus, there's a motor drive setting that can deliver up to four flashes-per-second.

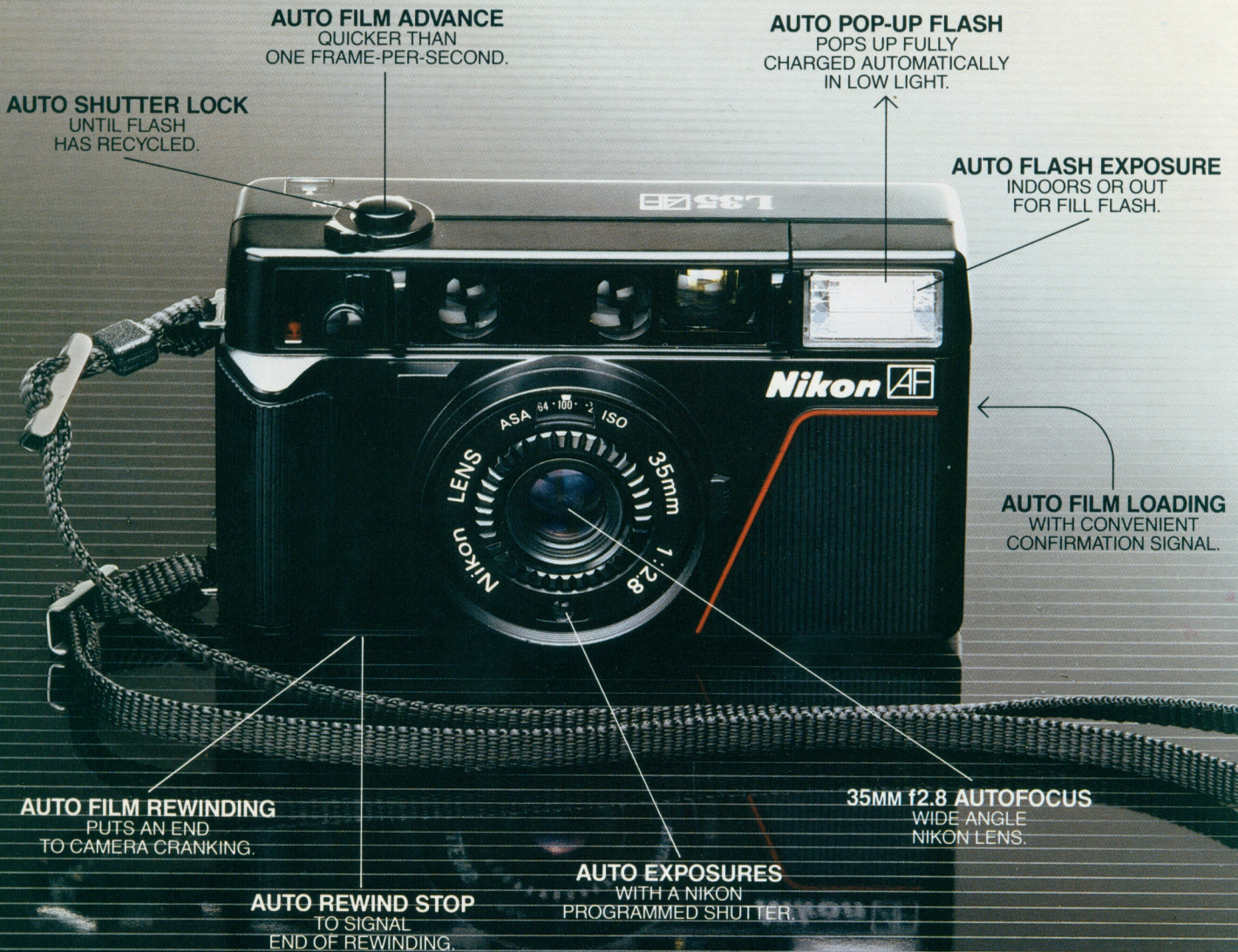
With the announcement of two Nikkor pro lenses including a zoom and the world's fastest 300mm optic, and the introduction of an ideal range Nikkor zoom, the Nikon lens system continues to be the most comprehensive in the world of photography.

The 35-105mm f3.5-4.5 offers wide-angle to telephoto coverage with a single zoom/focus control. The lens also provides macro focusing down to one-quarter life-size.

Two other Nikkors include the 200-400mm f4 zoom and the 300mm f2 telephoto with internal focusing and Nikon Extra-Low Dispersion optical glass. Delivery will be announced later this year.



INTRODUCING THE NIKON L35AF RANGEFINDER CAMERA. A 35MM SUB-COMPACT WITH EVERY AUTO FUNCTION YOUR CUSTOMERS WANT.



For all your customers suffering from a fear of "35", relief is here. Just prescribe one Nikon L35AF with a roll of film and at the touch of a single button, all their anxieties will be put at ease. Because the new Nikon L35AF takes all the worry out of taking great 35mm pictures. With nine totally automatic operating features, this Nikon literally drives itself. And although the Nikon L35AF is a highly sophisticated camera, it is still the easiest 35mm there is to use.

35MM PICTURE QUALITY THE EASY WAY

Until now, the big drawback with easy-to-use point-and-shoot cameras was the quality of the snapshots they produced. Using 35mm film and a coated, all-glass 35mm f2.8 Nikon lens, the L35AF produces gorgeous pictures and even better enlargements.

The Nikon L35AF is superior to any fixed-focus 35mm camera and easier to use than any zone-focusing model. An Active Infrared Narrow Beam Autofocus System determines the precise subject distance, even in a dark room, automatically.

Film loading is also automatic. And so is film advance and rewinding, too. The L35AF's built-in motor drive puts an end to cranking altogether. To give the user picture-taking confidence right from frame one, a convenient window on the camera's back cover shows that film is loaded and properly advancing. In fact, the only manual thing to do before taking a picture is setting the film speed.

THE FIRST UNCOMPLICATED AUTOFOCUS "35"

Most autofocus cameras are generally easy to use, if you hear or see their multitude of warning signals and remember what each means.



Instead of warning the photographer, this Nikon reacts! Instantly and automatically! In low light, the built-in electronic flash pops up automatically when the shutter release is pressed. It's the only built-in flash in the world that's fully charged as soon as it rises, so you don't have to wait 10 more seconds to take the picture. And recycling between flash pictures is as fast as you can get—about six seconds. Although the Nikon L35AF has a flash ready-light, the shutter release button automatically locks until the flash is charged. Of course, flash exposures are automatically controlled.

Outdoors, this Nikon's programmed shutter provides a range of speeds from 1/8 to 1/430 second and f/stops from f2.8 to f17.5, automatically of course. Plus, the Nikon L35AF offers a backlight control to increase the automatic exposure by about two EVs, so a backlit subject can be properly exposed. And to answer the question of "Who took that nice picture?", there's a built-in electronic self-timer with an LED indicator.

AUTOMATIC ECONOMY

When your customers get back great pictures, you profit from their happiness. They're happy because they haven't wasted money paying for bad pictures. And for all its automatic features, a single set of penlight batteries provides enough power for the L35AF to focus on and advance over 1000 daylight pictures or nearly 200 flash photographs.

A SUB-COMPACT WITH DESIGNER STYLE

The Nikon L35AF is about the smallest and lightest 35mm autofocus camera around. And notice the contoured handgrip and the red designer stripe? The Nikon L35AF was styled by the famous designer, Giugiaro, who also sculpted the top-of-the-line Nikon F3 camera.

Nikon
We take the world's
greatest pictures.™

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