❖ Nikon News ❖

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New

NIKON DATALINK & DATAVIEW SOFTWARE DEBUT

The Nikon DataLink System and its companion DataView Software for PC linking is now available. Never before has there been such a powerful system for any 35mm SLR system. Now, DataLink can help you control and maximize the power of the N90 System. It adds unequaled resources to help you make better pictures, enhance the operation of your N90 System and enable you to increase your picture taking effectiveness. The following information is provided to help you learn about the Nikon DataLink, but to really appreciate its powerful performance, you've got to see it. Stop in your local Authorized Nikon Advanced Systems Dealer for a demonstration. It will be time well spent.

WHAT IS THE DATALINK SYSTEM

The Nikon portion of the DataLink System includes a combination of products: Nikon DataLink IC Card Model AC-1E and the Nikon Connecting Cord Model MC-27. In order to operate, the DataLink System also requires a compatible Sharp Wizard Electronic Organizer. Sharp models which are compatible at this time include Series OZ-8000, 9000 and IQ-8000, 9000.
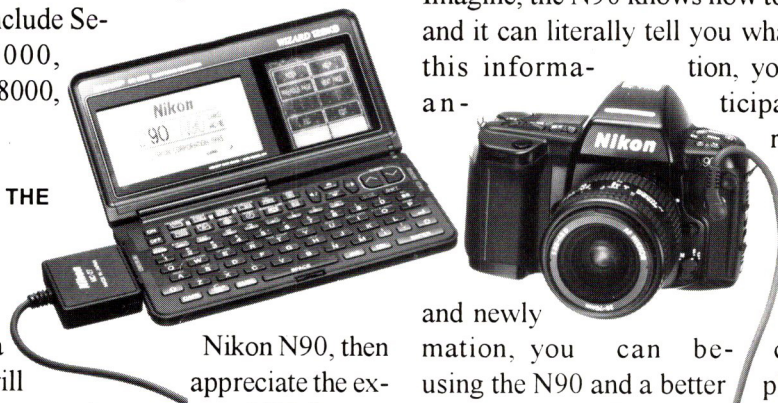
WHO NEEDS THE NIKON DATALINK SYSTEM ?

If you own a Nikon N90, then you surely will appreciate the extra performance that your N90 System achieves using the DataLink System. With DataLink you will have the unique combination of features described in the following paragraphs. But, there's one extra feature that we want to tell you about ... a feature that's never before been available.

Nikon N90 owners have frequently said, "I know the N90 is great, and that its automatic operation can deal with nearly every condition I've experienced. But, I want to know what it is doing, so that I can learn how to use it better." Now with DataLink, the N90 System can literally tell you what it did; it tells you how it set the camera's controls, for each picture it made. Imagine, the N90 knows how to do a great job, and it can literally tell you what it did. From this informa- tion, you can begin to an- ticipate how it will respond to dif- ferent condi- tions. Learn- ing from this experience and newly provided infor- mation, you can be- come better at using the N90 and a better photographer as result. *The N90 knows what to do, it tells you and, as a result, you learn.* No other system in the world can help you make great pictures the way the N90 can.

Anyone who wants to make better pictures and to have expanded control and potential will want the Nikon N90. People who need to keep data about their photography will benefit from

the N90 and DataLink. Technical people, scientists, engineers, professional photographers ... literally anyone who needs to keep accurate records and wants the most powerfully advanced automatic systems available to photographers.

Did you ever try to keep records of how the camera was set for each picture? It's tiresome and difficult, and if you shoot pictures really fast, it's virtually impossible. Now, with DataLink it's no longer a problem. The N90 with DataLink power will record vital picture data as quickly as you can make pictures, even at the fastest motor drive speeds. Use any shutter speed, aperture. Zoom the lens and modify controls. No matter how fast or furiously you make changes, with the DataLink Memory activated, your Nikon N90 will keep track, and the data will be available through the DataLink's access to your N90's memory. No other camera in the world works this way. No other camera provides this exceptional power and performance.

If you like the idea of customizing the operation of your N90, then you need the DataLink. If you like to turn audible signals on or off, you need DataLink. If you want to remote control the N90, control an MF-26 Multi-control back or add your own creative exposure program curve to the N90's powerful repertoire of Vari-Program ... then you need the DataLink.

To realize the maximum potential of the Nikon N90 and to enjoy all of its benefits, you need the DataLink System. It's not only powerful, but also a pleasure to use. And, with the added convenience of all of the features offered by the Sharp Wizard, the combination is unequaled. Ask about the Nikon DataLink at your local Authorized Nikon Advanced Systems Dealer.

WHAT THE DATALINK SYSTEM CAN DO FOR YOU

The Nikon DataLink provides two basic modes of operation — On-line Mode and Off-line Mode.

ON-LINE MODE

CAMERA OPERATION

This mode lets you detect the camera's current settings and then remote control those settings from the Wizard Keypad. Categories of settings which can be remote controlled include Metering system, Exposure Mode, Vari-Program Setting, Shutter Speed, Film Advance Mode. Camera settings which can be confirmed by remote include Metering System, Flash sync mode, shutter speed, Aperture, Focus area and Focus Mode, Speedlight Power on/off, Exposure Mode, Film Speed, Film advance mode, Film installation, Difference of EV from correct exposure (Manual mode only), Focus status, Flash output level compensation, Exposure compensation, Frame counter, Self-timer, Lens focal length and maximum aperture (with CPU lenses only) and battery power level and more.

CUSTOMIZED SETTINGS

Customized settings includes three functions: Custom Reset, User Custom Option and Custom Program.

Custom Reset lets you select a preferred reset combination for the camera's meter, exposure mode, film advance mode, focus area and flash sync mode. It is an alternative to the default setting achieved when pressing the two green reset buttons on the N90.

User Custom Option lets you select your desired options for 12 functions in the N90's operation. Beep for picture blur alert, Double beep for in-focus signal, DX

Priority, Simultaneous lock of AF and AE, Time delay for auto meter switch off, Focus priority for continuous servo AF, Release priority for Single Servo AF, AF Operation in continuous shooting, Choice of Viewfinder display of Exposure Program or Frame counter, Long time exposure selection of B or T, Release timing for a second camera, Data imprinting of frame #0.

MEMO HOLDER

This feature enables the N90 to memorize various shooting data about each picture made with the camera. That data can be transferred into the DataLink's AC-1E card, and then viewed on the Sharp Wizard's Display. The data which can be memorized includes the following: Shutter speed, Aperture, Metering System, Exposure Mode, Flash Sync mode, Lens focal length (CPU lens only) Exposure compensation for camera, Exposure compensation for flash. Various combinations of this data can be memorized for later use.

Nikon DataView Software is used to transfer the memorized data from the AC-1E card to a Personal Computer using Microsoft's Windows software.

PHOTO TECHNIQUE SELECTION

This feature enables control of the Nikon N90 with features similar to those provided on the accessory MF-26 Multi-control Back — but without having the MF-26 mounted on the camera. The following features are provided: Auto Sequence Shooting, All Mode Exposure Bracketing, Flash Exposure Bracketing, Multiple Exposure control, Flash Output compensation and Focus Priority. To enable each of these features (one at a time), implement control through the DataLink and then disconnect the DataLink and use the control for every subsequent picture, until the feature is turned off. This last point suggests the advantage of using the MF-26 Multi-Control back as an alternative, since with the MF-26, each feature can be used at random, being turned on-and-off at your discretion.

CONTROL OF MF-26 SETTINGS

This feature enables remote control of the features offered on an MF-26 when the MF-26 is installed on an N90. With this setup, the MF-26 can be controlled from either the MF-26 button pad or from the DataLink via the Sharp Wizard.

OFF-LINE MODE

The Off-Line Mode is used with or without connection to an N90 camera, and provides a unique combination of information resources.

OPERATIONS GUIDE

This is a mini-instruction guide for the Nikon N90, SB-25 AF Speedlight and the MF-26 Multi-Control Back. This handy reference will assist any photographer with basic instructions about product operation.

PHOTO HAND-BOOK

This section includes a Glossary of Photo terms and a Photo Formula section which shows equations which are useful for various functions. Formulas for Guide Number, Flash Shooting distance, Close-up work and others are included.

UTILITIES

This is the section in in which you store the various custom Reset, User custom Options and Custom Program Lines. They can be modified any time you wish to do it. From this section you can also modify roll title and memo notes for each frame in the memorized shooting data which is stored in the AC-1E, and you can delete data files which are no longer needed. In addition, Utilities offers a memory check function for the AC-1E card.

How to Operate the DataLink System

If You Are Familiar With Computers

You will find the DataLink really easy to use. Setting up the DataLink is a simple process of slipping the IC card into the Sharp Wizard and then using the Wizard's Keypad for operation and control. Connecting the DataLink to the N90 or to a PC requires a special connecting cable. The Nikon MC-27 is supplied with the DataLink, and the cord to connect a Wizard to a PC is purchased separately. If you already own one of the compatible Wizards, you'll find yourself using the DataLink virtually without problems.

FREE DataView Software

If you own a PC and use Windows 3.x software, you'll want to take advantage of a special offer. Purchase the Nikon DataLink, and you'll be eligible to receive special information and an application to get a **FREE** copy of Nikon's exclusive DataView Software, a Nikon software program which will enable you to download picture data which was captured by your N90, and stored in the Nikon AC-1E IC Card with the Sharp Wizard. With DataView you can transfer your picture data into the PC for use with your choice of compatible spreadsheets, word processors and data base Windows-type software. *In addition to a compatible Sharp Wizard you'll also need to purchase a Sharp PC Link system, available through Sharp authorized dealers.*

If You Are Familiar With the Sharp Wizard

Operation of DataLink is intuitive for the experienced Sharp Wizard owner. Pressing the Wizards Card Button activates the DataLink IC cards functions. Then use the Menu system and the Wizard's Keypad to select the function you want to use. It's push-button simple and the powerful features really enhance the N90's operation and capability.

If You Don't Know Anything About Computers or the Wizard

Don't worry. Although you will want to read the instruction material, given some study time, you'll be using the system and taking advantage of its effective features. With the DataLink the N90's power is enhanced with exciting features. Check with your local Nikon Advanced Systems Dealer. They'll be pleased to dem-onstrate the system for you. If there is no local dealer, contact Nikon toll free at 1-800-NIKON US, and we'll guide you to the closest authorized dealer.

Learn From Your N90 With Nikon DataView Software

Nikon's exclusive DataView software is a special program available **FREE** to owners of the Nikon DataLink system. When you purchase the DataLink System, you'll receive a special application-post card. Complete and send the postcard and you'll receive a complimentary **FREE** DataView Software package. With DataView you can take the picture data which is stored in your DataLink IC card to your personal computer (PC compatible only.) Then, can view the data on your PC's big video display and move the data among your various software programs such as word processor, spreadsheet and database. DataView adds an extra dimension to the usefulness of your N90's picture data and enables you to prepare archive reports and memorandum about your professional and personal photography. Keep and manage extensive data records with easy operation. DataView operates within the Windows environment.

System Requirements

To use the Nikon DataLink System you must have a Nikon N90 SLR camera, Sharp Wizard Electronic Organizer, model 8000, 8200, or 9600 and the Nikon AC-1E IC Card and MC-27 connecting cord.

To use Nikon DataView Software, you must have all of the preceding equipment, plus an IBM compatible Personal Computer, operating Windows 3.x and sufficient hard disk space to operate the software.

Price Information

Nikon AC-1E IC Card for DataLink System suggested retail price: $270.00

Nikon MC-27 Connecting cord for DataLink System, suggested retail price: $132.50