



At the heart of the image™

COOLPIX®

comparison chart



COOLPIX® incredible digital



COOLPIX DIGITAL CAMERAS

The three categories of cameras expand on the COOLPIX commitment to cutting-edge technology, legendary Nikon performance, and extraordinary ease of use. Whether you're a proud parent who's new to digital photography, an enthusiast looking for expanded functionality and sophisticated design, or a seasoned photographer who demands the highest image quality possible, Nikon has a COOLPIX camera that makes capturing quality pictures a snap.



COOLPIX LIFE

memories made easy

The LIFE Series of COOLPIX cameras allows easy capture of treasured moments in high-resolution images. Powerfully capable yet simple – at an entry level price.

- COOLPIX L3
- COOLPIX L4
- COOLPIX L5
- COOLPIX L6



COOLPIX STYLE

brilliance made beautiful

The STYLE Series of COOLPIX cameras offers additional photographic capabilities for greater control-plus distinctive slim designs.

- COOLPIX S7c
- COOLPIX S9
- COOLPIX S10



COOLPIX PERFORMANCE

passion made powerful

The PERFORMANCE Series of COOLPIX cameras delivers advanced functionality and greater versatility to maximize personal control in pursuit of an individual photographic vision.

- COOLPIX P3
- COOLPIX P4



THESE IN-CAMERA INNOVATIONS ARE SIMPLE TO USE BECAUSE NIKON'S ADVANCED TECHNOLOGY IS BUILT-IN!



In-Camera Red-Eye Fix™

You may never see red-eye again! Nikon's exclusive In-Camera Red-Eye Fix™ analyzes each image and automatically finds and corrects red-eye, which sometimes occurs in flash photography, to produce more natural-looking portraits.



without In-Camera Red-Eye Fix™



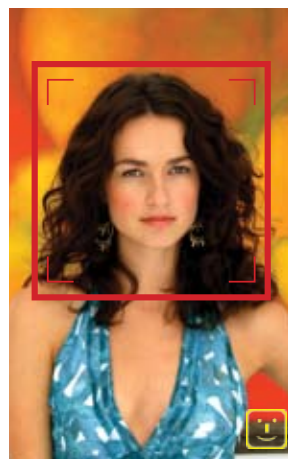
with In-Camera Red-Eye Fix™



without D-Lighting



with D-Lighting



with Face-Priority

Face-Priority AF

Cameras that are so smart they find and focus on faces! The Face-Priority AF feature automatically detects and then focuses in on people's faces – regardless of where they are in the frame, ensuring superb crisp-focus portraits.

D-Lighting

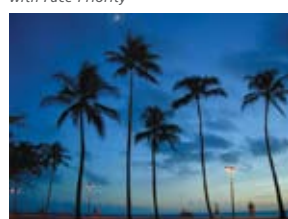
D-Lighting rescues dark or backlit images by improving brightness and detail where needed.



Dusk/Dawn Advanced Scene Mode – Normal



Dusk/Dawn Advanced Scene Mode – Effect 1



Dusk/Dawn Advanced Scene Mode – Effect 2

Advanced Scene Modes

Advanced scene modes give you a choice of effects that allow you to capture a single scene with a range of modes.

In-Camera Red-Eye Fix™, D-Lighting and Face-Priority AF, are available in all COOLPIX models



In-camera creative slideshow entertainment available with COOLPIX S7c & S10

So much more than a simple slideshow function, Pictmotion™ lets you share your photos in a more imaginative and entertaining way. Simply select a range of images, pick a style and choose your soundtrack from 5 (3 on the S10) pre-installed music files, or load new ones to go with your images. Your Pictmotion slideshow will be produced automatically, with pace and transitions determined by music and style ready for viewing anywhere on the large LCD.

Speed dial your selections on COOLPIX S7c

The new Rotary Multi Selector enables easier camera use. Swift circular scrolling action allows speedy image browsing at up to 10 pictures per second, and a range of buttons ensures intuitive operation. An on-screen icon with a cursor that tracks Rotary Multi Selector scrolling makes it easy to select various features.

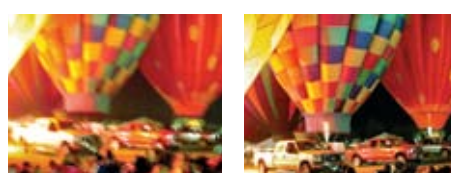


Pictmotion by muvee



Choose a soundtrack for your slideshow or upload your own! Upload is supported by Windows™ only

Pictmotion is available in COOLPIX S7c & S10



without vibration reduction

with vibration reduction

Vibration Reduction Technology

Vibration Reduction system helps you overcome camera shake and unsteady situations. Automatically detecting and compensating for small movements that would otherwise cause images to blur, it enables a shooting experience akin to shooting at shutter speeds three stops faster, while also supporting faster framing on the LCD.

VR available on the COOLPIX L5/P3/P4/S7c/S10



New High ISO Capability

High light sensitivity up to ISO 1600 opens up a whole new world of photo opportunities. Allowing you to tackle scenes and situations far beyond the capabilities of conventional compact cameras, it offers you new power to capture subjects in significantly lower light.

High ISO available on COOLPIX L6/S7c/S10



Built-In Wi-Fi

Wires and cables can hold you down, but built-in Wi-Fi sets you free. Built-in Wi-Fi adds exciting freedom and versatility to the COOLPIX P3, and S7c – letting you send images straight from the camera to your computer in an instant, and enabling images to be sent direct to PictBridge-compatible printers.



Note: Wi-Fi functions require installation of provided wireless software in a compatible computer. Wireless printing, without a PC, requires optional Wireless Printer Adapter PD-10 (shown at right).

Wi-Fi is available in the COOLPIX P3 & S7c



COOLPIX Connect with COOLPIX S7c

Imagine being able to take a shot of your vacation, then show it to friends across the world in mere seconds! Well with COOLPIX Connect, you really can. An all-new service only available with the COOLPIX S7c*, it lets you take a photo, select from your in-camera email address list and send the shot straight from the camera for viewing on a PC or mobile phone anywhere! Your Nikon COOLPIX S7c includes one year of complimentary T-Mobile HotSpot Wi-Fi service! For a complete list of T-Mobile HotSpot locations, more information about T-Mobile HotSpot Wi-Fi and broadband service please visit www.t-mobile.com/hotspot.

* Compatible with most domestic wireless LANs in Europe and Asia and with most public Wi-Fi hot spots across the U.S.A.

PictureProject™ Software

Now featuring special Wi-Fi functions, Nikon's exclusive PictureProject software (included) comes complete with a user-friendly interface that enables the enhancement of images with effective Edit tools and an Auto Enhance Button. Design albums, create movies with music, share images via e-mail and view images through slideshows with sound that can be displayed on a TV or computer.



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COOLPIX L3



COOLPIX L4



COOLPIX L5



COOLPIX L6



COOLPIX S7c



COOLPIX S9



COOLPIX S10



COOLPIX P3



COOLPIX P4

Product Number	25544	25546	25550	25551	25552	25554	25555	25539	25540
Effective Megapixels	5.1	4.0	7.2	6.0	7.1	6.0	6.0	8.0	8.0
LCD Size	2.0" LCD	2.0" LCD	2.5" LCD	2.5" LCD	3.0" LCD	2.5" LCD	2.5" LCD	2.5" LCD	2.5" LCD
Maximum File Size	15.0	11.0	21.0	17.0	21.0	17.0	17.0	23.0	23.0
Resolution	2592 x 1944 2048 x 1536 1024 x 768 640 x 480 Small Pic	2272 x 1712 1600 x 1200 1024 x 768 640 x 480 Small Pic	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 Small Pic	2816 x 2112 2048 x 1536 1024 x 768 640 x 480 Small Pic	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 Small Pic	2816 x 2112 2048 x 1536 1024 x 768 640 x 480 Small Pic	2816 x 2112 2048 x 1536 1024 x 768 640 x 480 Small Pic	3264 x 2448 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 (3:2)3264 x 2176	3264 x 2448 2592 x 1944 2048 x 1536 1024 x 768 640 x 400 (3:2) 3264 x 2176
File Formats	JPEG QuickTime WAV (Voice)	JPEG QuickTime	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)
Lens	3x Optical Zoom-Nikkor (38-116mm) Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-114mm) Digital Zoom to 4x	5x Optical Zoom-Nikkor (38-190mm) with Optical Vibration Reduction Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-116mm) Digital Zoom to 4x	3x Optical Zoom-Nikkor (35-105mm) with ED glass elements with Electronic Vibration Reduction Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-114mm) with ED glass elements Digital Zoom to 4x	10x Optical Zoom-Nikkor (38-380mm) with Image Sensor shift Vibration Reduction Digital Zoom to 4x	3.5x Optical Zoom-Nikkor (36-126mm) with Optical Vibration Reduction Digital Zoom to 4x	3.5x Optical Zoom-Nikkor (36-126mm) with Optical Vibration Reduction Digital Zoom to 4x
Wi-Fi Enabled	N/A	N/A	N/A	N/A	802.11b/g and COOLPIX Connect	N/A	N/A	802.11b/g	N/A
Exposure Modes	Automatic 15 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode	Automatic 15 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode	Automatic 15 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode One-Touch Portrait Button	Automatic 16 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode	Automatic High Sensitivity 15 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode One-Touch Portrait Button	Automatic 15 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode One-Touch Portrait Button	Automatic 16 Scene Modes 4 Scene Assist Modes Face-Priority AF with Portrait Scene Mode One-Touch Portrait Button	Automatic Flexible Program Aperture Priority 16 Scene Modes Face-Priority AF with Portrait Scene Mode	Automatic Flexible Program Aperture Priority 16 Scene Modes Face-Priority AF with Portrait Scene Mode
Exposure Meter Options	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix Center-Weighted Spot Spot AF Area	256-Segment Matrix Center-Weighted Spot Spot AF Area
Macro Capabilities	to 3.9"	to 1.6"	to 1.6"	to 3.9"	to 1.6"	to 1.6"	to 1.6"	to 1.6"	to 1.6"
Image Capture Modes	Single Multi Shot 16 Continuous Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio	Single Multi Shot 16 Continuous Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode	Single Multi Shot 16 Continuous and Lens Shift VR Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio	Single Multi Shot 16 Continuous Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio	Single Multi Shot 16 Continuous Stop Motion Movie Interval Timer Shooting Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio and Electronic VR	Single Multi Shot 16 Continuous Stop Motion Movie Interval Timer Shooting Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio and Electronic VR	Single Multi Shot 16 Continuous Color Options -Standard -Vivid -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio with Image Sensor Shift VR	Single Multi Shot 16 Continuous Ultra HS 5 Shot Buffer Interval Timer Shooting Auto Bracketing White Balance Bracketing Movie Mode w/Audio and Lens Shift VR	Single Multi Shot 16 Continuous Ultra HS 5 Shot Buffer Interval Timer Shooting Auto Bracketing White Balance Bracketing Movie Mode w/Audio and Lens Shift VR
Manual Setting	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting Normal & Active VR	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting	7 White Balance Options Exposure Compensation Best Shot Selector Blur Removal in Playback Date Imprint In-Camera Crop D-Lighting Picmotion™	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting	7 White Balance Options Exposure Compensation Best Shot Selector Blur Detection Date Imprint In-Camera Crop D-Lighting Picmotion™	7 White Balance Options Exposure Compensation Best Shot Selector Date Imprint In-Camera Crop D-Lighting Normal & Active VR	7 White Balance Options Exposure Compensation Best Shot Selector Date Imprint In-Camera Crop D-Lighting Normal & Active VR
Flash	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™	5 Mode Built-in Flash In-Camera Red-Eye Fix™
Power	2 AA Alkaline (included) 2 NiMH (optional) 2 AA Lithium (optional)	2 AA Alkaline (included) 2 NiMH (optional) 2 AA Lithium (optional)	2 AA Alkaline (included) 2 NiMH (optional) 2 AA Lithium (optional)	2 AA Energizer® e2® Lithium® (included) 2 AA Alkaline (optional) 2 NiMH (optional)	Rechargeable Battery EN-EL8 and EH-64 AC Adapter included COOLSTATION MV-15	Rechargeable Battery EN-EL8 and MH-62 Charger included	Rechargeable Battery EN-EL5 and MH-61 Charger included	Rechargeable Battery EN-EL5 and MH-61 Charger included	Rechargeable Battery EN-EL5 and MH-61 Charger included
Internal Memory	32MB	16MB	8MB	23MB	14MB	24MB	16MB	23MB	23MB
Weight	4.2 oz.	4.1 oz.	6.0 oz.	4.4 oz.	4.9 oz.	4.1 oz.	7.8 oz.	5.9 oz.	5.9 oz.



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