



# COOLPIX<sup>®</sup> COMPARISON GUIDE

*At the heart of the image™*



COOLPIX<sup>®</sup>. 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 L5/L10/L11/L12

COOLPIX STYLE  
brilliance made beautiful



The STYLE Series of COOLPIX cameras offers additional photographic capabilities for greater control-plus distinctive designs. COOLPIX S10/S50/S50c/S200/S500

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 P5000



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



**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.



**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.

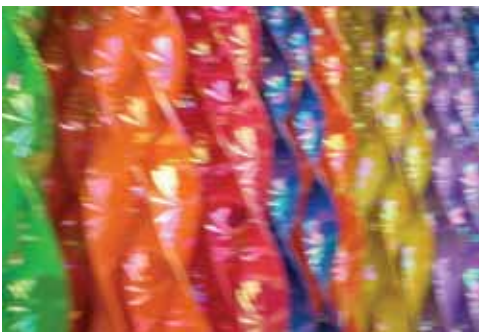


**D-Lighting** D-Lighting rescues dark or backlit images by improving brightness and detail where needed.

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



Simply better portraits



without vibration reduction



with vibration reduction

## VR Image Stabilization Technology

VR Image Stabilization system helps you overcome camera shake and unsteady situations. Automatically detecting and compensating for small camera movements that would otherwise cause images to blur, while also supporting faster framing on the LCD.



VR image stabilization

VR available on the COOLPIX L5/L12/S10/S50/S50c/S200/S500/P5000



## New High ISO Capability

High light sensitivity up to ISO 3200 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.



Better pictures in lower light

High ISO available on all current COOLPIX models

SE  
T-IN!



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



photos



music



effects

### Pictmotion™

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 (up to 10) 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.

**In-camera creative slideshow entertainment Pictmotion is available in COOLPIX S10/S50/S50c**



In-camera  
slideshow  
with music



### Rotary Multi Selector

The 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.

**Speed dial your selections on COOLPIX S50/S50c and S500**



### COOLPIX CONNECT 2\*

See It. Shoot It. Send It. Store It. Wow! Imagine being able to take a picture of your vacation and show it to friends across the world in mere seconds or even store it on a server to download when you return! The new **COOLPIX S50c** with its COOLPIX CONNECT 2 service allows you to both email and store your pictures remotely. The new COOLPIX CONNECT 2 service lets you choose a photo, select recipients from your in-camera email address list, and send the picture straight from the camera for viewing on a PC anywhere. In addition, this new service allows you to upload up to 2GB of images remotely, store them, and/or retrieve them for download at a later time. The **COOLPIX S50c** with its COOLPIX CONNECT 2 service makes this Nikon's most advanced picture sharing service ever!

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

### Built-In Wireless

Wires and cables can hold you down, but built-in Wireless sets you free. Built-in Wireless adds exciting freedom and versatility to the **COOLPIX S50c** – letting you email images straight from the camera in an instant.

### PictureProject™ Software

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.

Wireless is available in the COOLPIX S50c





	L5	L10	L11	L12
<b>Product Number</b>	25550	25564	25563	25562
<b>Effective Megapixels</b>	7.2	5.0	6.0	7.1
<b>LCD Size</b>	2.5" LCD	2" LCD	2.4" LCD	2.5" LCD
<b>Maximum File Size</b>	21.0	15.0	17.0	21.0
<b>Resolution</b>	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 Small Pic	2560 x 1920 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 2048 x 1536 1024 x 768 640 x 480 3072 x 1728 (16:9) Small Pic
<b>File Formats</b>	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)
<b>Lens</b>	5x Optical Zoom-Nikkor (38-190mm), Digital Zoom to 4x	3x Optical Zoom-Nikkor (37.5-112.5mm) Digital Zoom to 4x	3x Optical Zoom-Nikkor (37.5-112.5mm) Digital Zoom to 4x	3x Optical Zoom-Nikkor (35-105mm), Digital Zoom to 4x
<b>VR Image Stabilization</b>	yes/optical	N/A	N/A	yes/optical
<b>Wireless Enabled</b>	N/A	N/A	N/A	N/A
<b>High ISO</b>	400	800	800	1600
<b>Exposure Modes</b>	Automatic, 15 Scene Modes, 4 Scene Assist Modes, Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button	Automatic, 16 Scene Modes, Face-Priority AF with Portrait Scene Mode	Automatic, 16 Scene Modes, Face-Priority AF with Portrait Scene Mode	Automatic, 15 Scene Modes, Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button
<b>Exposure Meter Options</b>	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix
<b>Macro Capabilities</b>	to 1.6"	to 5.9"	to 5.9"	to 5.9"
<b>Image Capture Modes</b>	Single, Multi Shot 16, Continuous, Color Options: -Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio & Optical VR	Single, Multi Shot 16, Continuous, Color Options: -Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio	Single, Multi Shot 16, Continuous, Color Options: -Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio	Single, Multi Shot 16, Color Options: -Standard -Vivid - Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio and Optical VR
<b>Manual Setting</b>	7 White Balance Options, Exposure Compensation, BestShot Selector, Blur Detection, Date Imprint, In-Camera Crop, D-Lighting, Normal & Active VR Optical Image Stabilization	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, VR Optical Image Stabilization
<b>Flash</b>	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™
<b>Power</b>	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 Alkaline (included) 2 NiMH (optional) 2 AA Lithium (optional)
<b>Internal Memory</b>	8MB	7MB	7MB	21MB
<b>Weight</b>	6.0 oz.	4.0 oz.	4.4 oz.	4.4 oz.



S10	S50	S50c	S200	S500	P5000
25555	25558	25557	25561	25559	25565
6.0	7.2	7.2	7.1	7.1	10.0
2.5" LCD	3" LCD	3" LCD	2.5" LCD	2.5" LCD	2.5" LCD
17.0	21.0	21.0	21.0	21.0	30.0
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 3072 x 1728 (16:9) Small Pic	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 3072 x 1728 (16:9) Small Pic	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 3072 x 1728 (16:9) Small Pic	3072 x 2304 2592 x 1944 2048 x 1536 1024 x 768 640 x 480 3072 x 1728 (16:9) Small Pic	3648 x 2736 2592 x 1944 2048 x 1536 1600 x 1200 1280 x 960 1024 x 768 640 x 480 3648 x 2432(3:2) 3584 x 2016(16:9)
JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)	JPEG QuickTime WAV (Voice)
10x Optical Zoom-Nikkor (38-380mm), Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-114mm), Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-114mm), Digital Zoom to 4x	3x Optical Zoom-Nikkor (38-114mm), Digital Zoom to 4x	3x Optical Zoom-Nikkor (35-105mm), Digital Zoom to 4x	3.5x Optical Zoom-Nikkor (36-126mm), Digital Zoom to 4x
yes/optical	yes/optical	yes/optical	yes/electronic	yes/optical	yes/optical
N/A	N/A	802.11b/g and COOLPIX CONNECT 2	N/A	N/A	N/A
800	1600	1600	1000	2000	3200
Automatic, Flexible Program, 16 Scene Modes, Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button	Automatic, High Sensitivity, 15 Scene Modes, Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button	Automatic, High Sensitivity, 15 Scene Modes, Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button	Automatic, High Sensitivity, 15 Scene Modes, Face-Priority AF with Portrait Scene Mode	Automatic, High Sensitivity, 15 Scene Modes Face-Priority AF with Portrait Scene Mode, One-Touch Portrait Button	Automatic, Program, Auto, Shutter Priority, Aperture Priority, Manual, High Sensitivity, Anti-Shake Mode, 16 Scene Modes, Face-Priority AF with Portrait Scene Mode
256-Segment Matrix, Center- Weighted, Spot, Spot AF Area- Not user selectable	256-Segment Matrix, Center Weighted in digital zoom	256-Segment Matrix, Center Weighted in digital zoom	256-Segment Matrix	256-Segment Matrix	256-Segment Matrix, Center- Weighted, Spot Spot AF Area
to 1.6"	to 1.6"	to 1.6"	to 3.9"	to 5.9"	to 1.6"
Single, Multi Shot 16, Continuous, Ultra HS 5 Shot Buffer, Stop Motion Movie, Interval Timer Shooting, Auto Bracketing, White Balance Bracketing, Movie Mode w/ Audio and Optical VR	Single, Multi Shot 16, Continuous, Stop Motion Movie, Interval Timer Shooting, Color Options: Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio and Optical VR	Single, Multi Shot 16, Continuous, Stop Motion Movie, Interval Timer Shooting, Color Options: Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio and Optical VR	Single, Multi Shot 16, Continuous, Stop Motion Movie, Interval Timer Shooting, Color Options: Standard -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio and Electronic VR, Stop Motion Movie, Time-lapse Movie	Single, Multi Shot 16, Continuous, Stop Motion Movie, Interval Timer Shooting, Color Options: Standard -Vivid -Sepia -B&W -Cyanotype (Cool) Movie Mode w/Audio, Optical VR, Time-lapse Movie, Stop Motion Movie	Single, Multi Shot 16, Continuous, Stop Motion Movie, Interval Timer Shooting, Color Options: -Standard -Vivid -Sepia -B&W -Cyanotype (Cool), Movie Mode w/Audio and Optical VR, Sepia Movie, Monochrome Movie, Time- lapse Movie
7 White Balance Options, Exposure Compensation, Best Shot Selector, Date Imprint In-Camera Crop, D-Lighting, Picmotion™, Normal & Active VR Optical Image Stabilization,	7 White Balance Options, Exposure Compensation, Best Shot Selector, Blur Removal in Playback, Date Imprint, In-Camera Crop, D-Lighting, Picmotion™, VR Optical Image Stabilization	7 White Balance Options, Exposure Compensation, Best Shot Selector, Blur Removal in Playback, Date Imprint, In-Camera Crop, D-Lighting, Picmotion™, VR Optical Image Stabilization	7 White Balance Options, Exposure Compensation, Best Shot Selector, Blur Removal in Playback, Date Imprint, In-Camera Crop, D-Lighting, VR Electronic Image Stabilization	7 White Balance Options, Exposure Compensation, Best Shot Selector, Blur Removal in Playback, Date Imprint In-Camera Crop, D-Lighting Picmotion™, VR Optical Image Stabilization	7 White Balance Options, Exposure Compensation, Best Shot Selector, Date Imprint, In-Camera Crop, D-Lighting, VR Optical Image Stabilization, Image Optimize, Live Histogram
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™	6 Mode Built-in Flash In-Camera Red-Eye Fix™
Rechargeable Battery EN-EL5 and MH-61 Charger included	Rechargeable Battery EN-EL8 and MH-62 charger included	Rechargeable Battery EN-EL8 and EH-64 AC Adapter included	Rechargeable Battery EN-EL10 and MH-63 Charger included	Rechargeable Battery EN-EL10 and MH-63 Charger included	Rechargeable Battery EN-EL5 and MH-61 Charger included
16MB	13MB	13MB	20MB	26MB	21MB
7.8 oz.	4.4 oz.	4.4 oz.	4.4 oz.	4.4 oz.	7.1 oz.



Better pictures  
in lower light



VR image  
stabilization



Freedom with  
wireless image  
transfer



In-camera  
slideshow  
with music



Simply better  
portraits



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