



At the heart of the image™

COOLPIX S7c



COOLPIX.STYLE

brilliance made beautiful

brilliance
made beautiful



Beauty is in the
hands of the
photographer.

S7c

7.1
Effective
Megapixels

3X
Optical
Zoom-Nikkor
ED Glass Lens

3.0"
Huge, Bright
LCD Screen

VR
Vibration
Reduction

NEW Vibration Reduction

Stability Advanced – Images Enhanced



without vibration reduction



with vibration reduction



You can shoot sharper, clearer and without blur with Nikon's ingenious Vibration Reduction System. It detects and corrects for camera movement to give you rock-steady results time after time. So surprisingly effective, it even lets you shoot in lower light.

NEW ISO 1600 Capability

See what you've been missing

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 fast-moving objects with outstanding clarity and gives you great exposures in significantly lower light.



Wide Screen Fun

With bright, oversized LCD screen

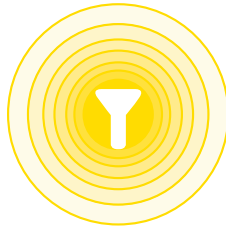
The **COOLPIX S7c** is equipped with a huge 3.0" LCD great for viewing images anywhere, anytime. The impressive 170 degree wide viewing angle makes it easier for everyone to see and enjoy images. The larger 230,000-dot LCD lets you make the most of smooth, sharp movies, fantastic looking stills and exciting Pictmotion™ shows.



170°
wide viewing

COOLPIX Connect

See It, Shoot It, E-Mail It



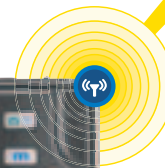
Imagine being able to take a picture of your vacation, then show it to friends across the world in mere seconds! Well with **COOLPIX Connect**, you really can. An all-new service available with the **COOLPIX 57c***, it lets you take a photo, select from your in-camera email address list and send the picture straight from the camera, via wireless LAN, for viewing on a PC. Each **COOLPIX 57c** includes one year of complimentary T-Mobile HotSpot Wi-Fi service for digital cameras. 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.*

Wireless Freedom

Do away with troublesome cables and revel in new wireless freedom. With a Wi-Fi antenna built into its stylish body, the **COOLPIX 57c** lets you send shots through thin air, straight to your computer or directly to a PictBridge compatible printer.

Note: Wireless support (IEEE 802.11b/g). Wireless printing requires optional Wireless Printer Adapter PD-10.



Pictmotion™

Reshape the way you share.



photos



music



effects



= Pictmotion™

Pictmotion™ puts you in the director's chair. Just select your favorite images and movies, decide on a style, and pick one of five pre-installed music files or add your own*. Pictmotion™ automatically combines your elements in a polished production, with transitions and style synched to your music. All you have to do is gather your audience and let the show begin.

** Via PictureProject™ software (included) for Windows only*



PictureProject™ Software

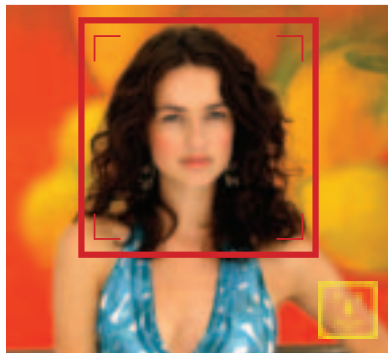
PictureProject™ adds value to the entire photographic experience. Supplied with each and every **COOLPIX** camera, this unique, user-friendly software simplifies picture editing and makes it easy to organize and share images with family and friends.

Nikon In-Camera Innovations

Makes taking beautiful pictures easy!



In-Camera Red-Eye Fix™ Automatically detects and fixes most typical occurrences of red-eye.



Face-Priority AF Automatically finds and focuses on people's faces to ensure superb portraits with clear, crisp focus.



D-Lighting Compensates for underexposed images or insufficient flash by automatically adding light and detail to selected shots where needed – without affecting properly exposed areas.



Auto Image Rotation
Detects pictures that have been taken with the camera held vertically and automatically rotates the image for in-camera LCD playback.



Rotary Multi Selector Display

Swift circular scrolling action allows speedy image browsing at up to 10 images per second. On-screen icon with cursor tracks scrolling for easy feature selection.



One-Touch Portrait Button

Offers instant access to Face-Priority AF and In-Camera Red-Eye Fix™ for optimized image capture and lets you transform exposure with Nikon's D-Lighting advantage.

In-Camera Cropping

allows you to crop out the part of the image you don't want and keep the part you like.

Best Shot Selector

enables the camera to take a series of photos and automatically select the one with the sharpest focus.

Saturation Mode

allows you to control the color saturation.

Blur Warning

alerts you to a blurry image.

Noise Reduction Mode

minimizes digital artifacts in long exposures.

Voice Memo Function

records up to 20 seconds of sound that can then be attached to an image

Date and Time Imprinting

is available to document the exact time and date that your photo is taken.

Innovative Automatic Features

Simply Brilliant



Panorama



Portrait



Landscape

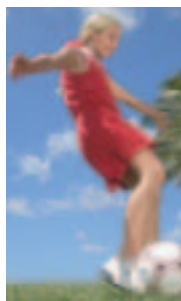


Close Up

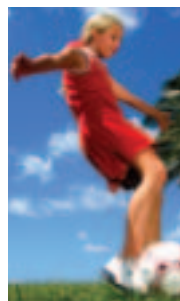


The **COOLPIX S7c** features 15 specially programmed modes to automatically handle focus, exposure, white balance and other adjustments that help you take great pictures easily. Plus 4 of the 15 scene modes come with Scene Assist which offers a selection options to help you compose your pictures with the assistance of framing guides displayed in the monitor.

In-Camera Color Options & QuickTime™ Movie with Sound



Standard



Vivid Color



Black and White



Sepia



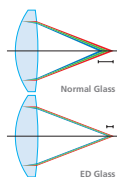
Cool



Shoot a Quicktime Movie with sound at up to 30 frames per second.

3x Optical Zoom

Nikkor Lens with pro quality ED glass.



35mm



105mm

The Zoom-Nikkor ED Lens gives you the power of 3x optical zoom lens, 35-105mm (35mm equivalent) while Macro capability lets you get as close as 1.6 inches. This combination is supported by Nikons' world renowned optical technology delivering crisp, clear images.

3x Optical Zoom-Nikkor ED Glass Lens plus 4x digital zoom equals 12x zoom range

COOLPIX S7c



Actual size
S7c 3.9" w x 2.4" h x 0.8" d (only 4.9 oz!)



Huge, Bright
3.0" LCD Monitor
for high visibility in daylight



Great Accessories



Leather Case



MH-62 Battery Charger



PD-10 Wireless Printer Adapter

Fantastic Features

We thought of everything!

COOLPIX S7c 7.1 Megapixels for beautiful prints up to 16 x 20 inches.

High Quality 3x Optical Zoom-Nikkor ED Glass Lens for incredibly sharp, clear images.

Vibration Reduction for steady shooting.

Huge, Bright 3.0 Inch LCD for easy viewing and playback of pictures.

High Sensitivity up to ISO 1600

Super Slim (approximately 3/4") sleek, stylish wave design fits in your pocket.

Wi-Fi Enabled with new COOLPIX Connect

Rotary Multi Selector lets you speed dial your selections at 10 fps.

Pictmotion™ in-camera entertainment

Auto Image Rotation will automatically rotate vertical images in the camera.

Ultra-Light Weight of approximately 4.9 oz. (without battery and SD card).

Nikon In-Camera Red-Eye Fix™ automatically fixes most instances of red-eye.

Nikon D-Lighting automatically brightens the dark areas in the picture when in playback mode.

Face-Priority AF automatically finds a face and focuses on it for crisp, sharp portraits.

15 Scene Modes, 4 with Scene Assist, to guide you in taking better pictures, easily and automatically.

Longer Battery Life shoot approximately 200 images on a single charge of the included lithium-ion (Nikon EN-EL8) rechargeable battery.

Adjustable Graphic User Interface allows you to change the interface to view either the icon view or the traditional menu item view.

In-Camera Help button instantly displays an explanation for all the functions within all menus.

Take Great Close-Up Pictures with the ability to focus as close as 1.6 inches from your subject.

Movie Mode with sound available at 30 frames per second.

14MB Internal Memory allows you to begin taking pictures immediately.

Print Directly to a Printer by connecting directly to a PictBridge-compatible printer.

Print Directly to an ImageLink® supported printer using the included PV-11.

COOLPIX S7c

Digital Camera Specifications

Type	Compact digital camera	Supported languages	German/English/Spanish/French/Italian/Dutch/Russian/Swedish/Japanese/Simplified Chinese/Traditional Chinese/Korean/Thai/Portuguese/Polish/Indonesian/Finnish/Norwegian/Czech selectable in menu display
Product Name	COOLPIX S7c	Power requirements	One Rechargeable Li-ion Battery EN-EL8 (supplied), AC Adapter EH-64 (supplied)
Effective pixels	7.1 million	Battery life (approx.)	200 shots with EN-EL8 (based on CIPA standard*)
CCD	1/2.5-inch type (7.41 million total pixels)	Dimensions (w x h x d)	Approx. 3.9 x 2.4 x 0.8 in. (100.5 x 60 x 21mm)
Image modes	7M ⁺ High (3072 x 2304)/Fine, 7M Normal (3072 x 2304)/Normal, 5M Normal (2592 x 1944)/Normal, 3M Normal (2048 x 1536)/Normal, PC Screen (1024 x 768)/Normal, TV Screen (640 x 480)/Normal	Weight	4.9 oz. (140g) (without battery and memory card)
Lens	3x Zoom-Nikkor ED; 5.8-17.4mm (35mm [135] format equivalent to 35-105mm); f/2.8-5.0; 12 elements in 10 groups; Digital zoom: up to 4x	Supplied accessories [†]	COOL-STATION MV-15, Dock Insert PV-11, Strap, USB Cable UC-E10, Audio Video Cable EG-E5000, AC Adapter EH-64, Rechargeable Li-ion Battery EN-EL8, PictureProject™ CD-ROM
Focus range	30cm (12 in.) to infinity (∞), 4cm (1.6 in.) to infinity (∞) in Macro Mode	Optional accessories	COOL-STATION MV-15 (repl), USB Cable UC-E10 (repl), Audio Video Cable EG-E5000 (repl), AC Adapter EH-64 (repl), Rechargeable Li-ion Battery EN-EL8 (repl), Battery Charger MH-62, Wireless Printer Adapter (PD-10), Dock Insert PV-11 (repl) [‡]
LCD monitor	3.0-inch type, 230,000-dot TFT LCD monitor with brightness adjustment (170-degree wide viewing angle)		
Storage media	Internal memory: approx. 14MB, SD memory card compatible (SD card not included)		
Shooting modes	Auto, High Sensitivity (up to ISO 1600), 4 modes with Scene Assist (Portrait, Landscape, Sports, Night portrait), 11 Scene Modes (Party/Indoor, Beach/Snow, Sunset, Dusk/Dawn, Night landscape, Close up, Museum, Fireworks show, Copy, Back light, Panorama assist), BSS (Best Shot Selector), Exposure BSS, Color Options, Date Imprint, Self-timer (3, 10 sec.)		
Movie	With sound: TV movie (640) at 30fps, Small size (320) at 30fps/15fps, Smaller size (160) at 15fps, Pictmotion™ (320) at 15fps; Without sound: Time-lapse movie at 30fps, Stop-motion movie, Electronic VR (Vibration Reduction) available		
Pictmotion™	5 styles selectable to playback movies or up to 30 still images, 5 music files pre-installed, max. 5 music files loadable [‡]		
Capture modes	1) Single, 2) Continuous (approx. 1.4fps), 3) Multi-shot 16 (approx 1.6fps, only available at image size 5M/normal), 4) Interval timer shooting		
Number of frames (w/internal memory)	7M ⁺ High: 6, 5M Normal: 13, 3M normal: 25		
Built-in flash	Range: 1 ft-24.6 ft./ 0.3 - 7.5m (W), 1 ft. - 13.1ft./ 0.3 - 4.0m/. (T); Flash modes: Auto, Auto with Red-eye Reduction (In-Camera Red-Eye Fix™), Flash cancel, Anytime flash and Slow sync.		
Interface	IEEE 802.11b/g, USB, Audio Video output (via COOL-STATION MV-15)		
Wireless capability	IEEE 802.11b/g, wireless range up to 20m (approx 65 feet) (depending on environment)		

* Via PictureProject™ (Windows only)

† Supplied accessories may differ by country or area.

‡ Not available in some countries or areas.

PictureProject™ System Requirements

OS Macintosh: Mac® OS X version 10.1.5 or later (version 10.2.8 or later required for Burn Disc option) / Windows: Windows® XP Home Edition/Professional, Windows® 2000 Professional, Windows® Me, Windows® 98SE pre-installed models

Microsoft® and Windows® are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Macintosh® and QuickTime® are either registered trademarks or trademarks of Apple Computer Inc. in the United States and/or other countries. The FotoNation logo is a trademark. The SD logo is a trademark. PictBridge is a trademark. D-Lighting technology is provided by Apical Limited. Face-Priority AF technology is provided by Identix®. T-Mobile and HotSpot and design are federally registered trademarks and the magenta color is a trademark of Deutsche Telekom AG. ©2006 T-Mobile USA, Inc. Products and brand names are trademarks or registered trademarks of their respective companies.

Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. August 2006 ©2006 Nikon Inc.



Everything you need to get started!

Wrist strap, USB cable, Audio Video Cable, EN-EL8 Li-ion rechargeable battery, COOL-STATION MV-15, PictureProject™ CD-ROM, Dock Insert PV-11, EH-64 AC Adapter



Nikon Inc.

1300 Walt Whitman Road Melville NY 11747 nikondigital.com • 1-800-Nikon-UX

CDP - S7c - 01