



S1



MAY 2005 - JUN 2005

Wall Street Journal June 2005

"The \$380 Nikon Coolpix S1 also comes with a docking cradle, and it, too, earns points for its stylishly sleek appearance."

"Its most striking feature is how quietly it operates. When we pressed this silver camera's "On/Off" button, a small metal circle instantly and almost noiselessly moved, revealing the camera's lens like something out of a James Bond movie."

"When using the Nikon, we especially liked a feature built into the camera called D-Lighting, which allowed us to improve the lighting of a photograph after it was captured."

"We found that most of our pictures benefited from this in-camera editing process, especially shots that were taken indoors."

TIME June 2005

"It combines high performance with some highly evolved features that frankly took me by surprise."

"It's a great little shooter."

"Unlike other cameras in this reasonably affordable range, it has wonderful flash coordination: where other cameras tend to drench people's faces with a bleaching blaze, the S1 seems to be more tame, or more responsive to the demands of the shot."

"Perhaps the nicest handholding feature for beginners is the blur warning."

"It's a very thoughtful camera."

New York Times May 2005

"Nikon's first attempt at a card camera is very nearly a home run. The S1 is sleek and small, with a superb 2.5-inch screen and the best battery of the bunch."

"What is great about this \$340 camera is just about everything."

"The S1 even creates spectacular time-lapse movies."

"Above all, the Nikon is No.1 in photo quality among these cameras. And that, when you think about it, is a very good feature in a camera."