

# D70



APR 2004 - FEB 2005



**Photo Trade News – Top Products of the Year  
February 2005**

In its annual "Top Products of the Year" issue, Photo Trade News named the Nikon D70 the top digital SLR on the market. Calling the D70 "Nikon's top dog with enough features to make even a pro envious," the editors of PTN clearly see Nikon's dominance over the competition. In summary, they simply write, "Kudos Nikon, you've won."

**Sky & Telescope – Hot Products for 2005  
January 2005**

In their "Hot New Products for 2005" column, the editors of Sky & Telescope call the Nikon D70 an "overnight sensation for astrophotographers." Praising its ability to "set new standards for price vs. performance," the editors label the Nikon D70 a hot product because of its outstanding feature set and ability to truly speak to the astronomical market.

**Wired Magazine – Editor's Pick  
December 2004**

Praising its blazing speed, the editors of Wired magazine named the Nikon D70 its Editor's Pick in the competitive digital SLR category. Saying the camera "captures spectacular color and detail," they also laud its relatively noise-free operation and feel of a much more expensive piece of equipment. Wired was also impressed with the Nikon D70's easy image review options.



**Popular Photography – CAMERA OF THE YEAR  
December 2004**

In its December 2004 issue, the editors of Popular Photography name the Nikon D70 the "Camera of the Year." The world's largest photography magazine gives the D70 this prestigious honor for being "the camera that best refines or redefines photography." The editors write, "For sheer technical virtuosity, there's the D70's color accuracy ... the best of any digital SLR we've ever tested." They also praise the camera's near instantaneous startup time, and its ability to serve the needs of professionals and beginners alike, saying, "This camera really does allow any photographer to move smoothly and painlessly into a digital SLR."



**Professional Photographer – Hot1 Award  
October 2004**

In the October issue of Professional Photographer, the Nikon D70 takes the Hot 1 Award as the best professional digital SLR under \$3,000. Chosen by an exclusive panel of pro photographer judges, the D70 received rave reviews for unrivaled speed and image quality. After testing dozens of models, they say, "For a camera in this class, the D70 is super quick." Calling it an appealing option for serious amateurs and seasoned pros, the Hot1 editors exuberantly proclaim the D70 as the definitive digital SLR under \$3,000.



**DIWA Awards –  
September 2004**

The highly respected Digital Imaging Web Association (DIWA) announced that the Nikon D70 is the recipient of a DIWA gold medal in the digital system cameras category. Saying that the D70 "took the D-SLR market to new heights by introducing exceptional features and qualities at a very reasonable price," the DIWA testing team lavished Nikon with its top prize. The award was bestowed based on their tests, and the reviews of other experts, which ultimately "conclude that the Nikon D70's qualities are indisputable."



**American Photo - Editor's Choice  
July/August 2004**

The editors at American Photo magazine gave the Nikon D70 its number one ranking as "Editor's Choice" in the digital SLR category. Calling it "light-years ahead of any other D-SLR" the D70 is praised for its unmatched speed. When comparing it to other cameras in the category, the editors focused on the D70's 25 custom functions, and speed.

*[continued next page]*



Awards

# D70



APR 2004 - FEB 2005



**Mac Addict - Editor's Choice**  
**July 2004**

Calling it "The One" and "Our new favorite camera," the editors of Mac Addict magazine named the Nikon D70 the "Editor's Choice" for 2004. The review documented the camera's high-speed operation, excellent color accuracy, fine-tunable focus, and great price. Saying, "We love it - and we'd buy it," the editors also praised the D70's superb scene modes and unmatched speed.



**MacNET - "Best Digital Camera"**  
**July 2004**

In their "2004 Product of the Year" issue, the editors at MacNET named the Nikon D70, "The Best Digital Camera." The praise kept coming. "When Nikon introduced the D70, it rewrote the rules. An affordable DSLR that produces superior images for under a grand means the world of digital photography has just taken a huge leap forward." MacNET commends the D70 for its superb construction, razor-sharp images, and blazing speed. The D70 was rewarded because, "finally, digital photography surpasses film in every way."



**BEST Magazine**  
**Summer 2004**

The editor's of BEST magazine named the Nikon D70 a "Best Pick" among digital cameras in their 2004 summer buying guide. Thoroughly impressed by the camera's continuous-capture mode and nearly instantaneous start-up time, the editors praised how quickly the camera responds with excellent image quality. Also complementing the D70's design and features, the editors wrote, "From start to finish, the Nikon D70 is a no-compromise design for the discriminating photographer at a price that makes it a true bargain."

**PC Magazine - Editor's Choice**  
**May 2004**

In their May 2004 review for PC Magazine, Daniel Grotta and Sally Weiner Grotta gave the Nikon D70 the coveted Editor's Choice designation. Calling it their "clear pick," the editors at PC Magazine separated the Nikon D70 from the rest of the pack by simply describing it as "more camera." The glowing review also highlighted The D70's design, ease-of-use, and unmatched speed.

**CNET: Editor's Choice**  
**April 2004**

The Nikon D70 was named the "Editor's Choice" by CNET editors Aimee Baldrige and Lori Grunin. In its review, CNET gave the camera top honors for its excellent dynamic range, color accuracy, low noise, continuous-shooting performance and feature set. Calling the D70 "revolutionary," CNET editors proclaimed, "This 6-megapixel DSLR delivers an as yet unmatched digital-photography experience for the enthusiast."