



*At the heart of the image*

th February



# Welcome

Glaziers Hall



*At the heart of the image*



3<sup>rd</sup>

Event



1D8000







20

January 2012						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5
February 2012						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	1	2	3	4
5	6	7	8	9	10	11

23

2012







**NO.1**



**I AM** THE BIG PICTURE









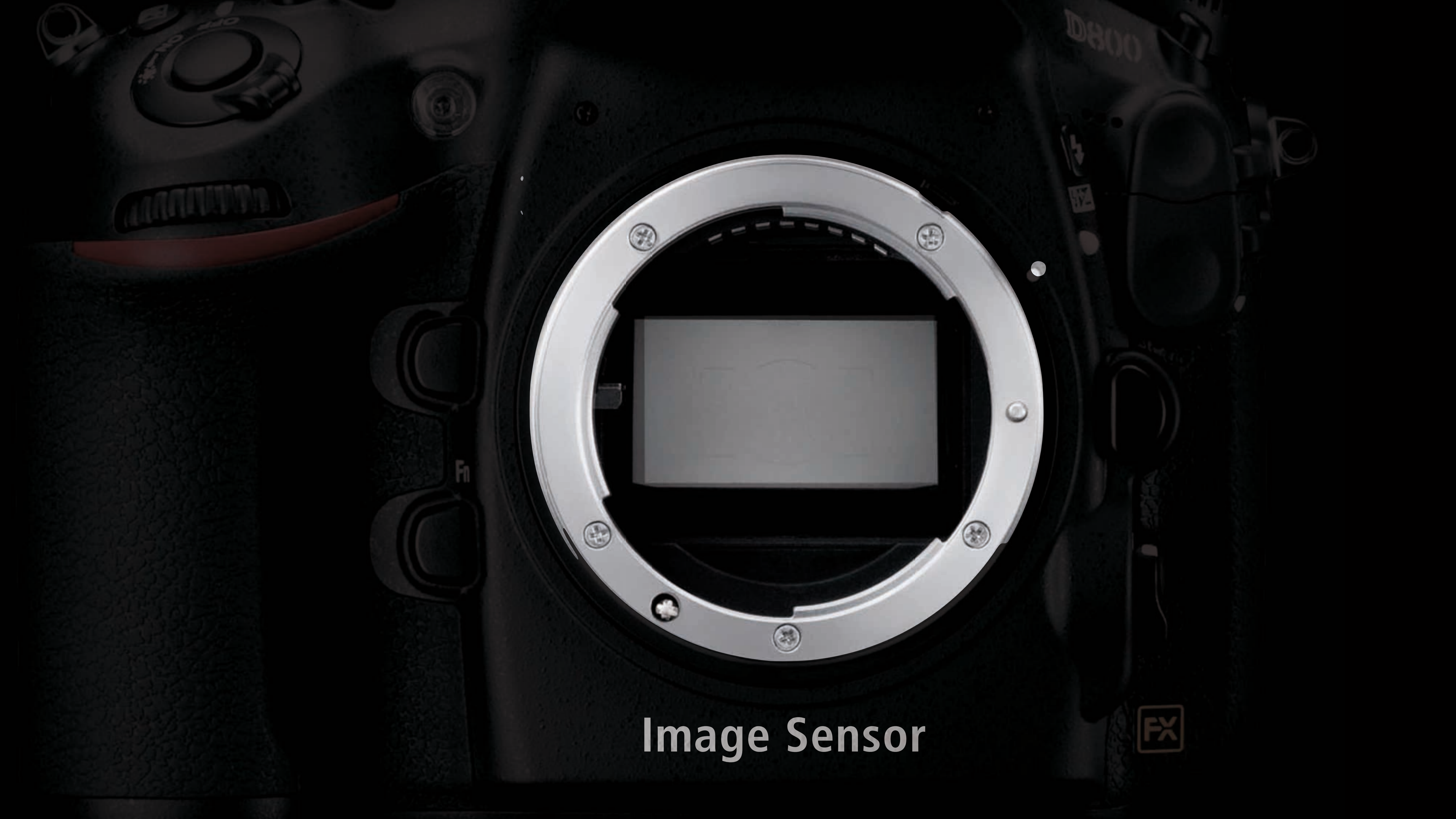


Image Sensor

FX



## Newly Developed Nikon FX CMOS Sensor

- 39.5mm x24mm

## 36.3 Million Effective Pixels

- Total pixels 36.8MP

## Lo1 (ISO 50 Equivalent)

- Base ISO 100 (normal range)

## Hi 2 (ISO 25,600 Equivalent)

- Hi ISO 6400 (normal range)

## Live View supported

## Full HD video supported

## Up to 4fps

- 6fps in DX crop mode (with MB-D12)



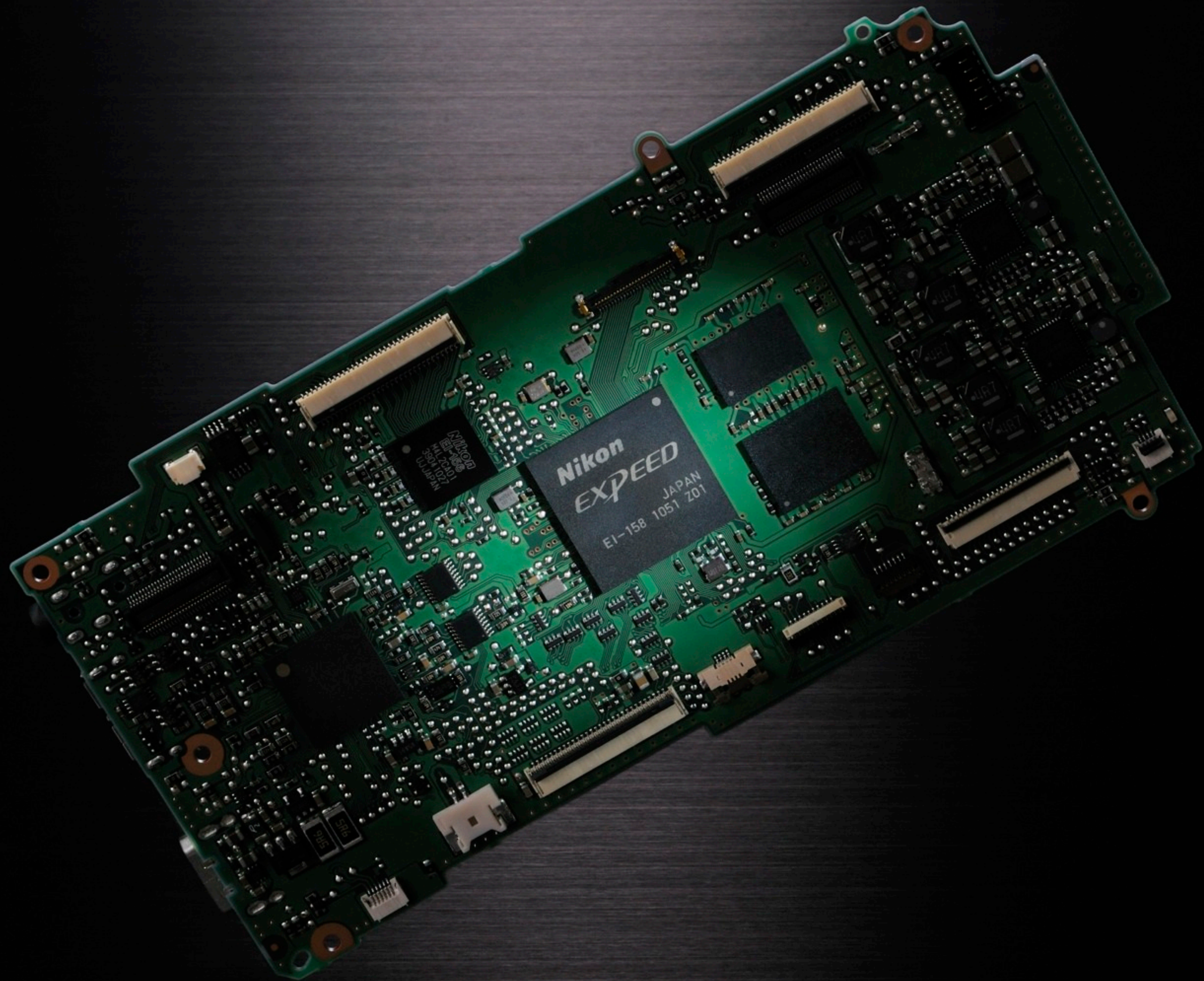




## File Sizes

Format	MP	NEF (Raw)	Processed Tiff 16 Bit
FX	36.3MP	76.5 MB approx.	212.1 MB approx.
5:4	30.2MP	64.2 MB approx.	177.1 MB approx.
1.2x	25.1MP	53.8 MB approx.	147.1 MB approx.
DX	15.4MP	33.7 MB approx.	90.3 MB approx.







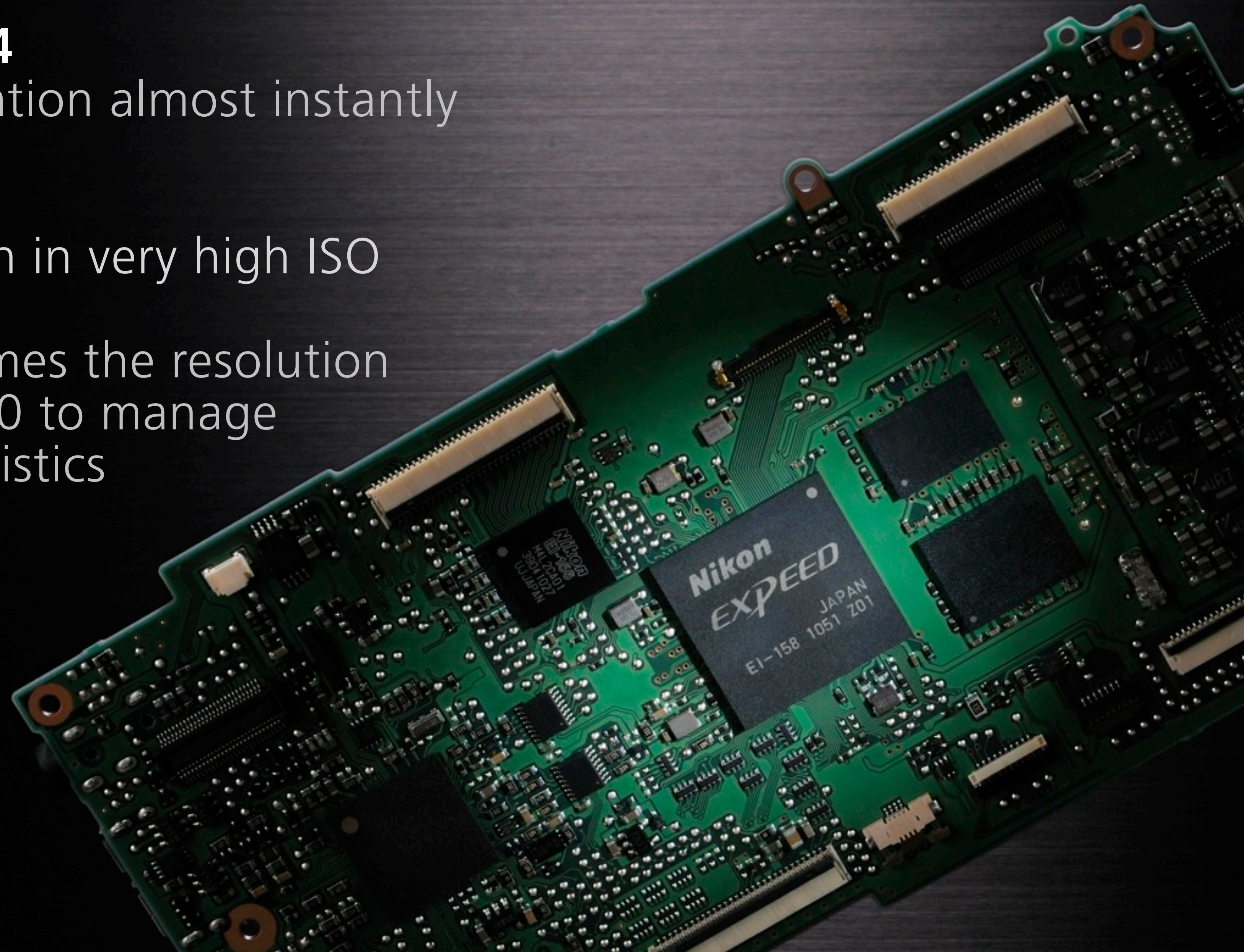
# *EXPEED 3* Image Processing

## Same processing power as D4

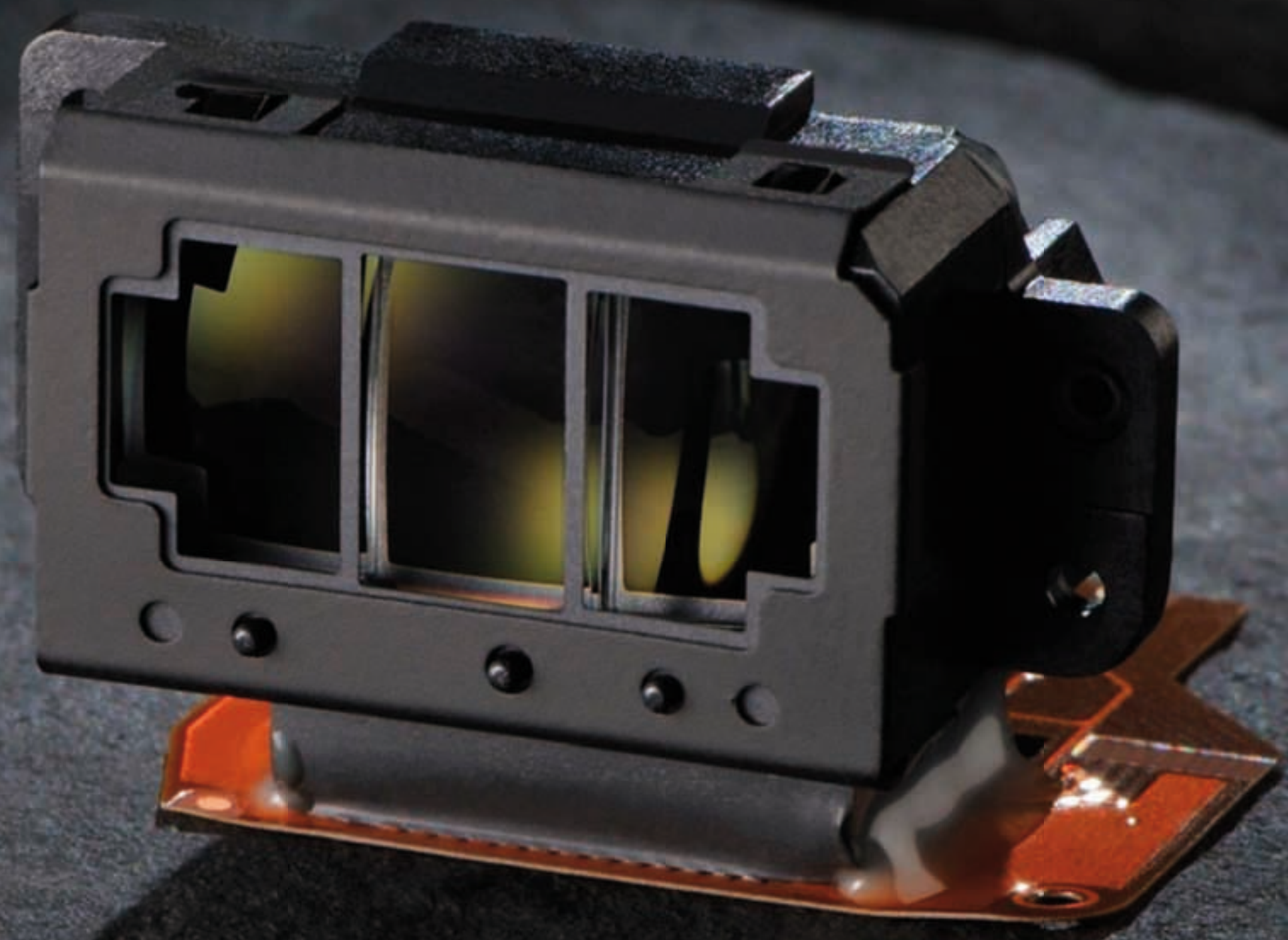
- Able to process information almost instantly

## Superb noise reduction

- Cleaner movie files even in very high ISO settings
- Despite having three times the resolution Expeed 3 allows the D800 to manage noise to similar characteristics of the D700









## Advanced Multi-cam 3500 FX (same as D4)

### 51 AF points

- 15 Cross hair points in the centre
- Faster acquisition time
- Improved subject tracking

### Improved lowlight performance

- Now operates in very low light (-2EV) enabling use even under moonlight

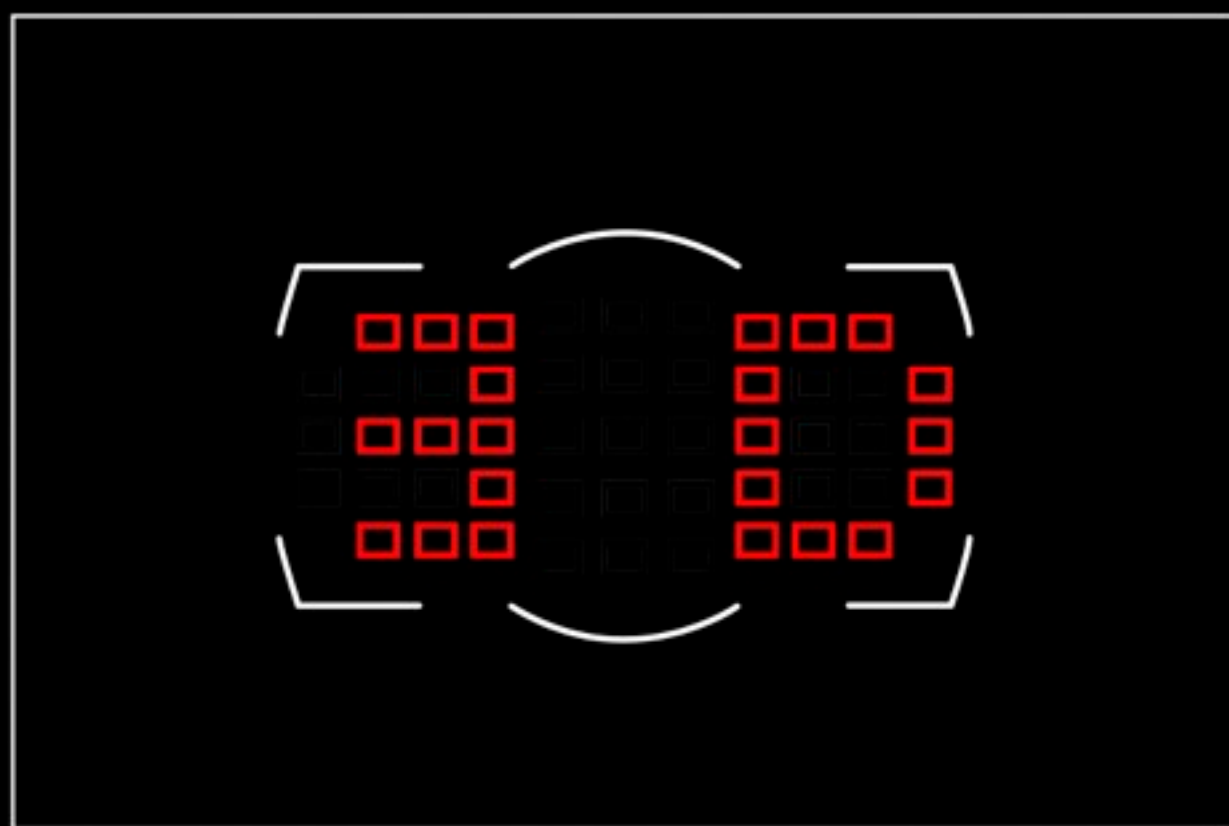
### Redesigned AF switch

- Photographer doesn't need to take their eye away from the viewfinder to switch modes

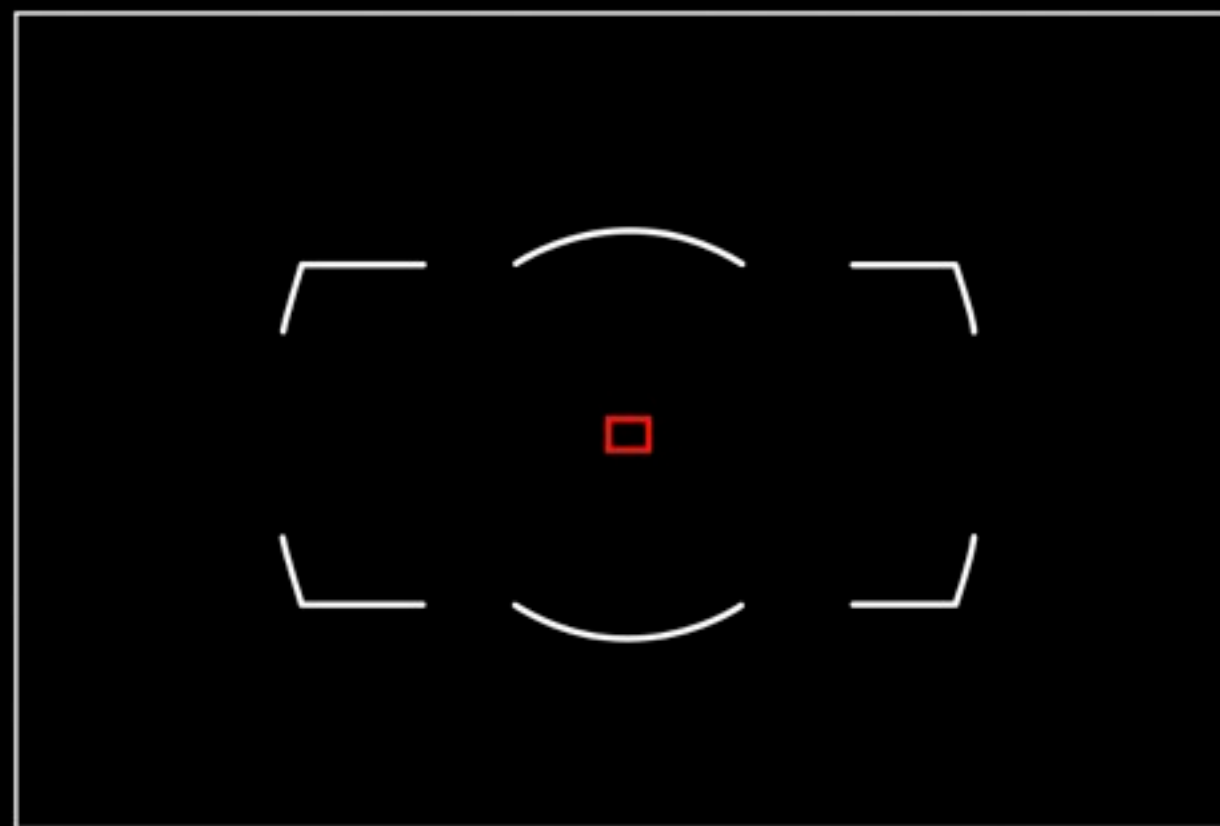
### Impossible to select conflicting options

- Conflicting options cant be chosen

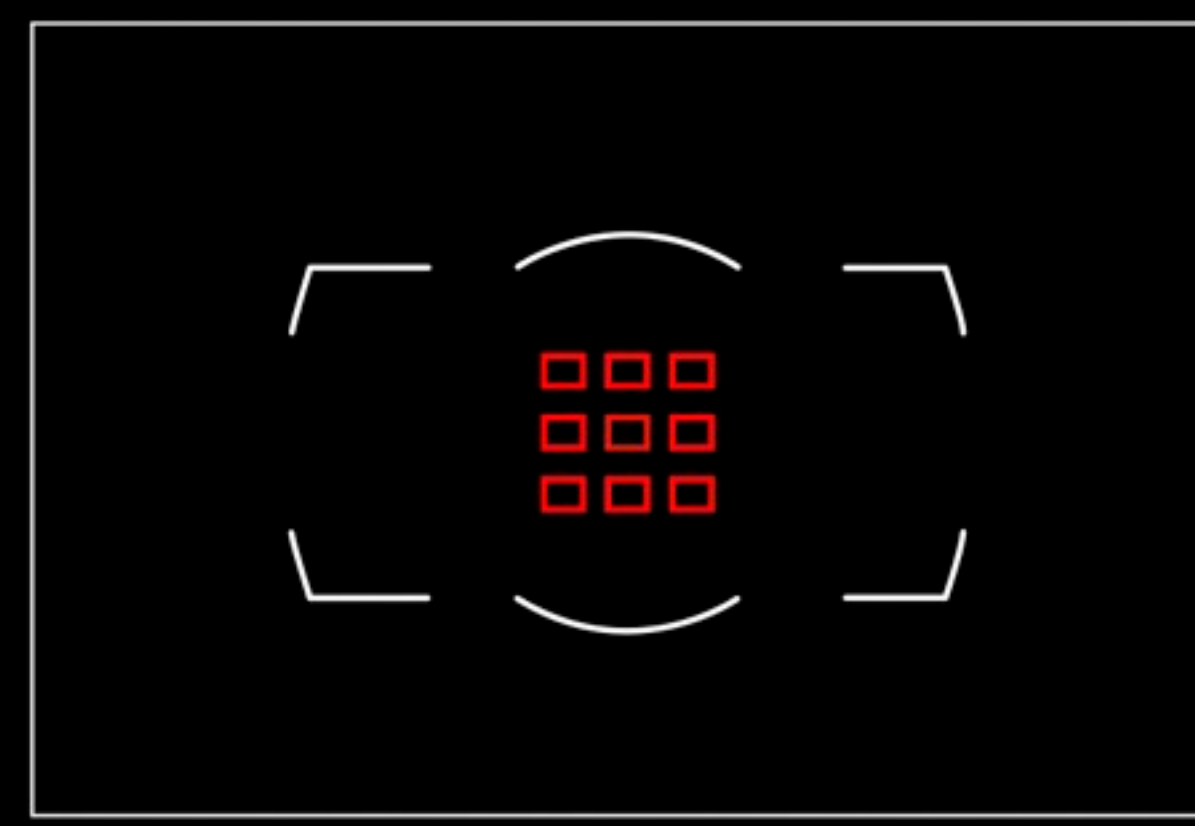




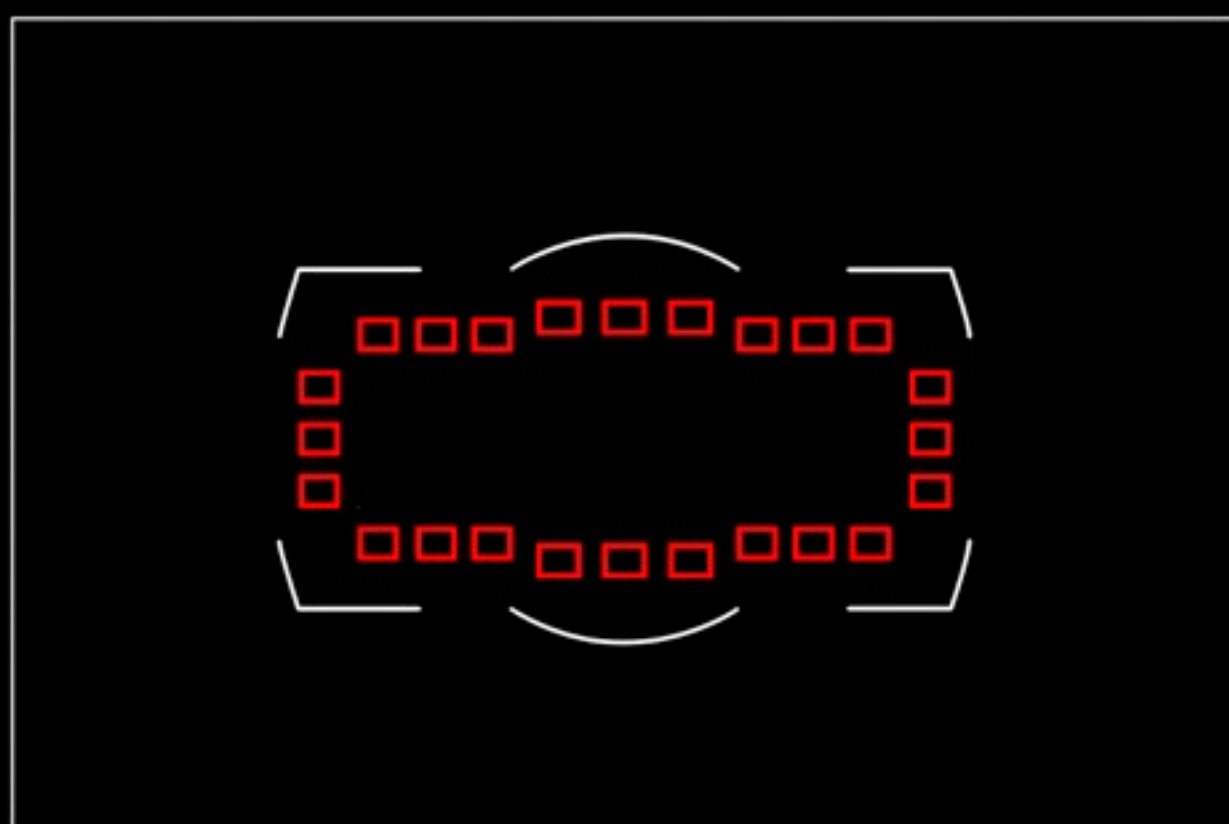
3D Colour Tracking



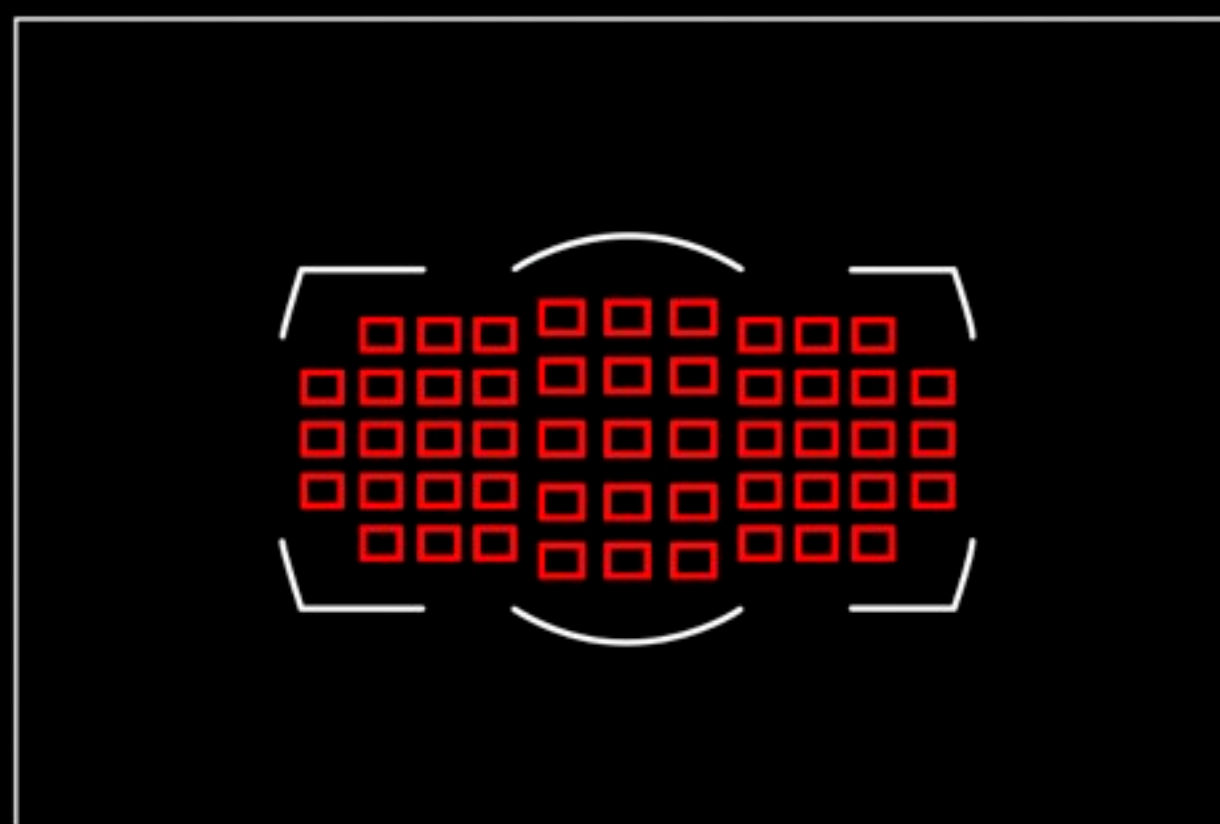
Single Point



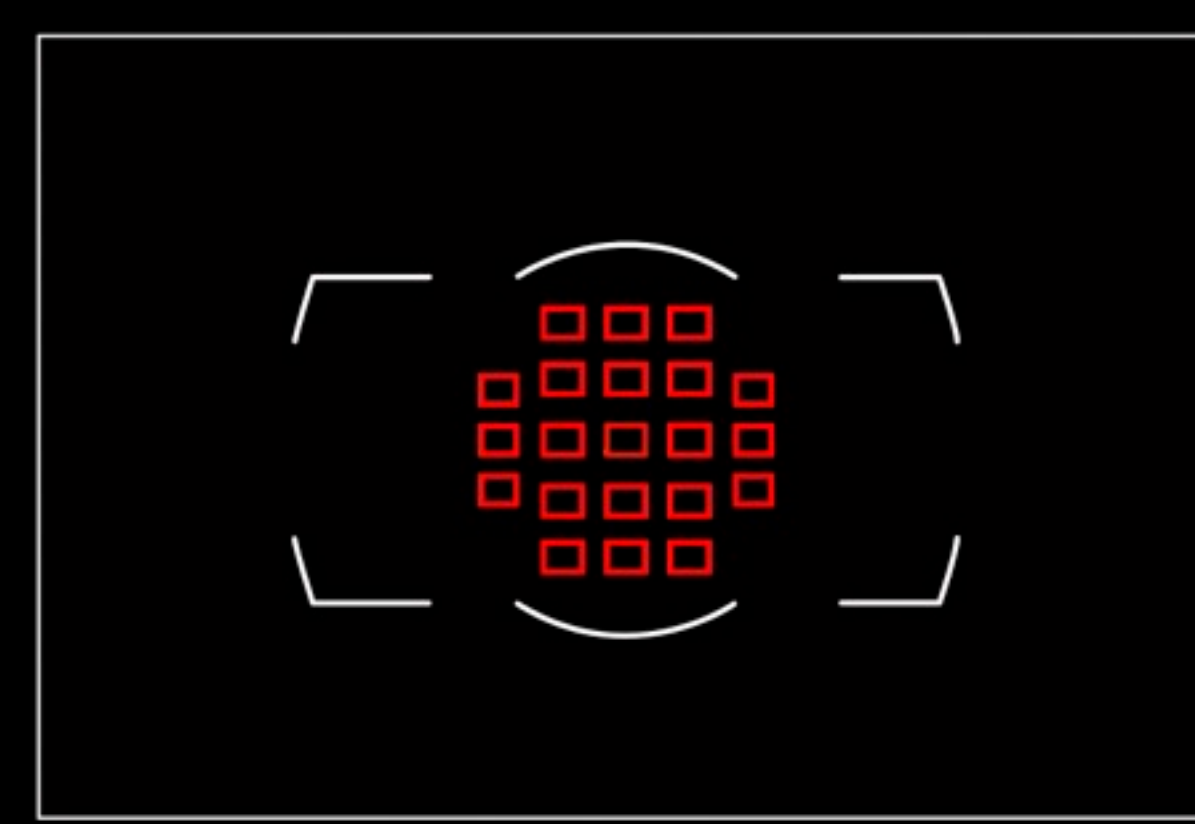
9 Point Tracking



Auto Area



51 Point Tracking



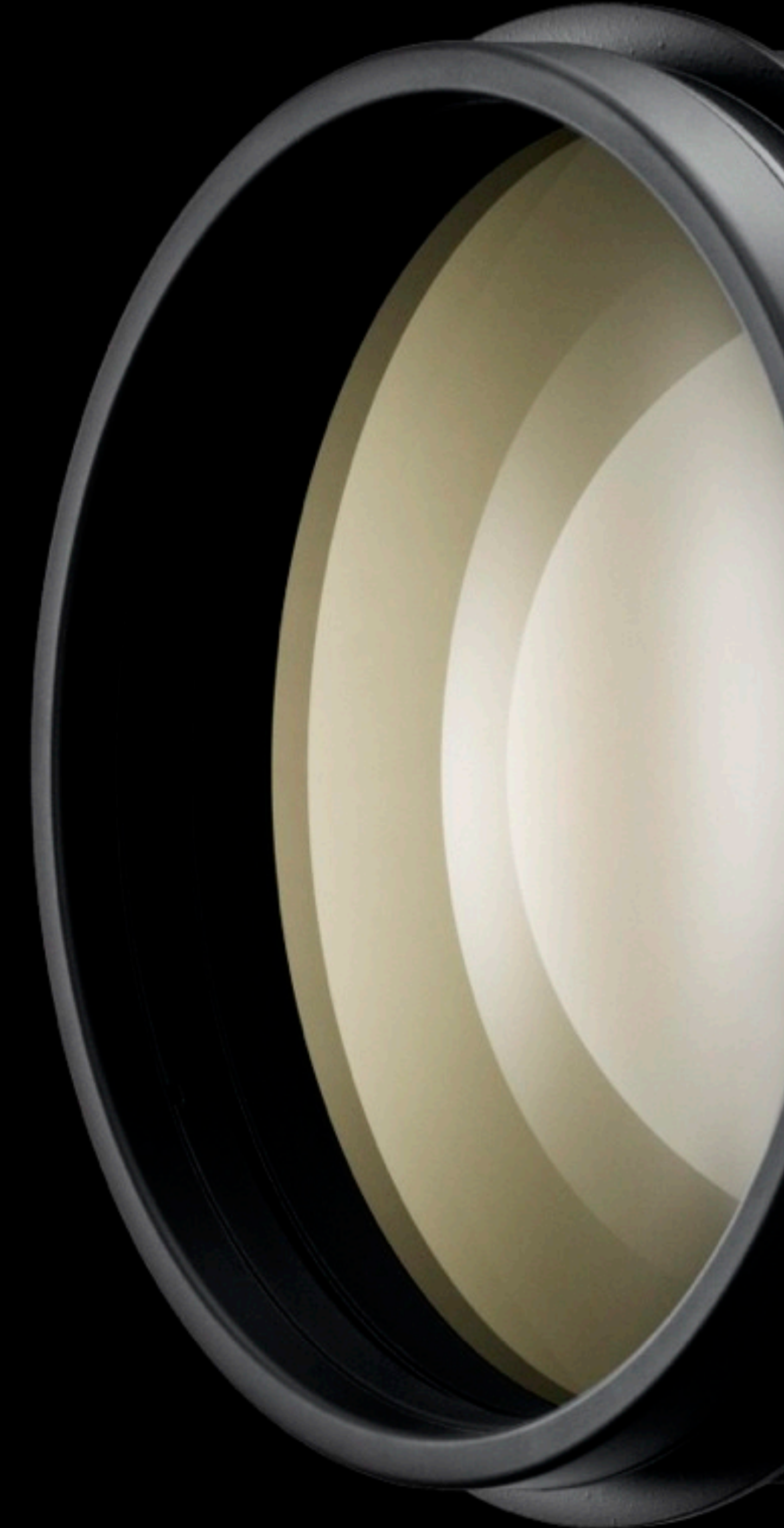
21 Point Tracking







Lens	TC-14E II	TC-17E II	TC-20E III
600mm f4	840mm f5.6 all 51 focus points	1020mm f6.7 15 points and 9 cross	1200mm f8 11 points 1 cross
500mm f4	700mm f5.6 all 51 focus points	850mm f6.7 15 points and 9 cross	1000mm f8 11 points 1 cross
200-400mm f4	280-560mm f5.6 all 51 focus points	340-680mm f6.7 15 points and 9 cross	400-800mm f8 11 points 1 cross
400mm f2.8	560mm f4 all 51 focus points	680mm f4.8 all 51 focus points	800mm f5.6 all 51 focus points
300mm f2.8	420mm f4 all 51 focus points	510mm f4.8 all 51 focus points	600mm f5.6 all 51 focus points
200mm f2	280mm f2.8 all 51 focus points	340mm f3.3 all 51 focus points	400mm f4 all 51 focus points
70-200 f2.8	98-280mm f4 all 51 focus points	119-340mm f4.8 all 51 focus points	140-400mm f5.6 all 51 focus points







**Advanced Scene Recognition System**



## **3D Colour Matrix Metering III**

### **New 91k pixel metering sensor**

- Metering per pixel

### **Linked communication**

- Image, Metering and Focus system all communicate with each other

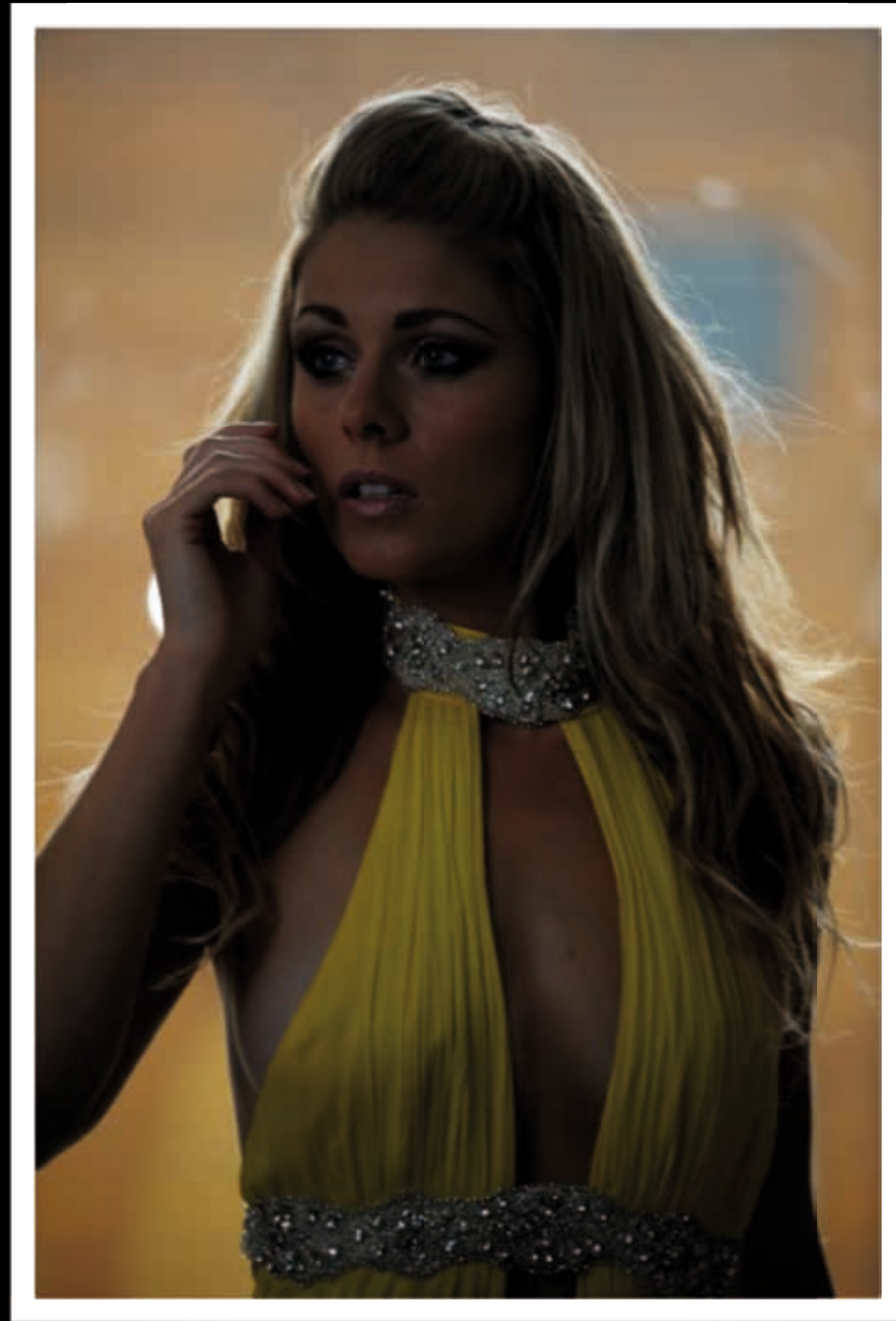
### **Improved subject detection/tracking**

- 3D Colour Focus Tracking, face detection, white balance, auto AF

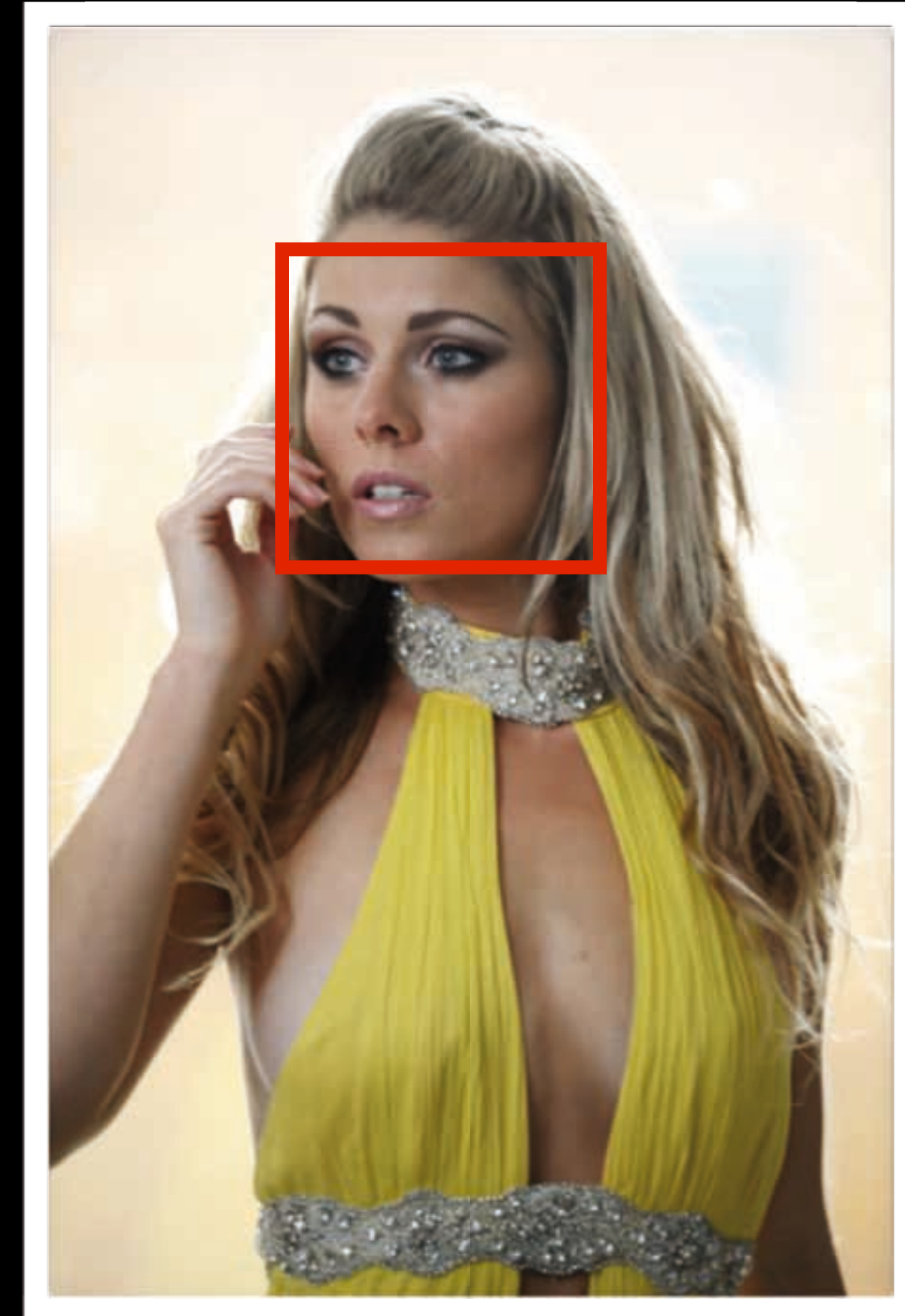




Increased resolution and processing allow for unrivalled accuracy in difficult shooting conditions; the ability to recognise faces within the frame results in the subject being better exposed, even with a backlit background.



With conventional model



With face detection information applied



# Movie Modes





**Full HD 1920x1080p at 30/25/24 fps**

**Slow motion 60/50 fps in 1280x720p**

**Microphone in port**

- 20 adjustment levels and Auto

**Headphone out port**

- 30 volume levels

**Visual sound level monitoring**

**29 min. 59s maximum record time**

**100 - 25,600 ISO (equivalent) selectable**





## Manual exposure control

## Index Marking

- Index data is recorded to assist with editing

## Power aperture

- Available in A and M modes for smooth and quiet adjustment

## Remote start/stop (via ten-pin & PC connection)





## H.264 using B Frame compression

## Clean HDMI out at 1080/720

- Offering the live view feed without compression

## Dual video out

- When shooting in 1280x720p both video out and HDMI out are possible

## Time-lapse

- The D800 includes a time-lapse function that will encode the file for immediate playback like the D4





# Multiple frame sizes

FX and DX

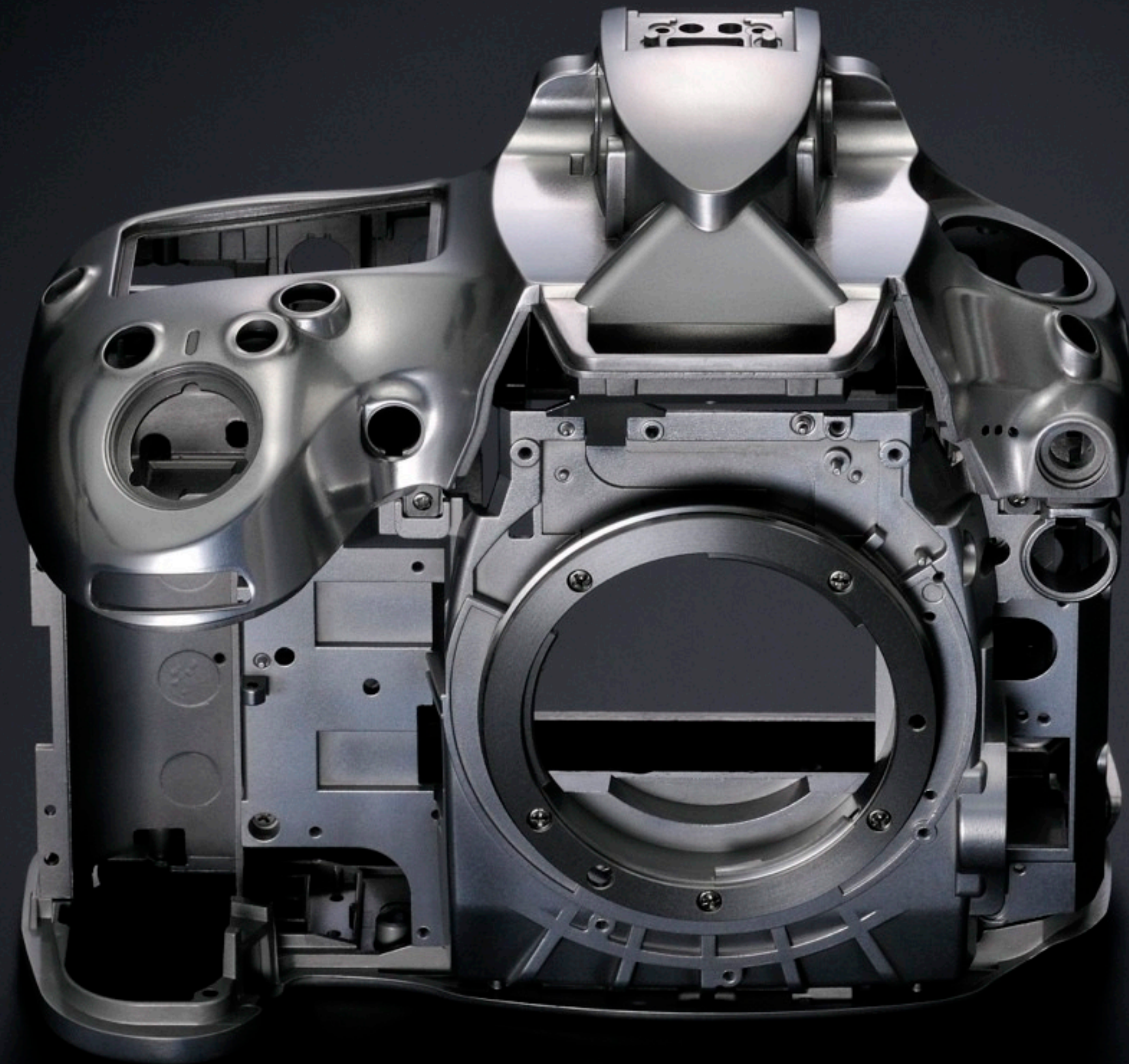
Format	Focal Length (to match framing)	DOF at 3m f2.8
FX	50 mm	0.6m approx
DX	33 mm	1.5m approx



**DX**

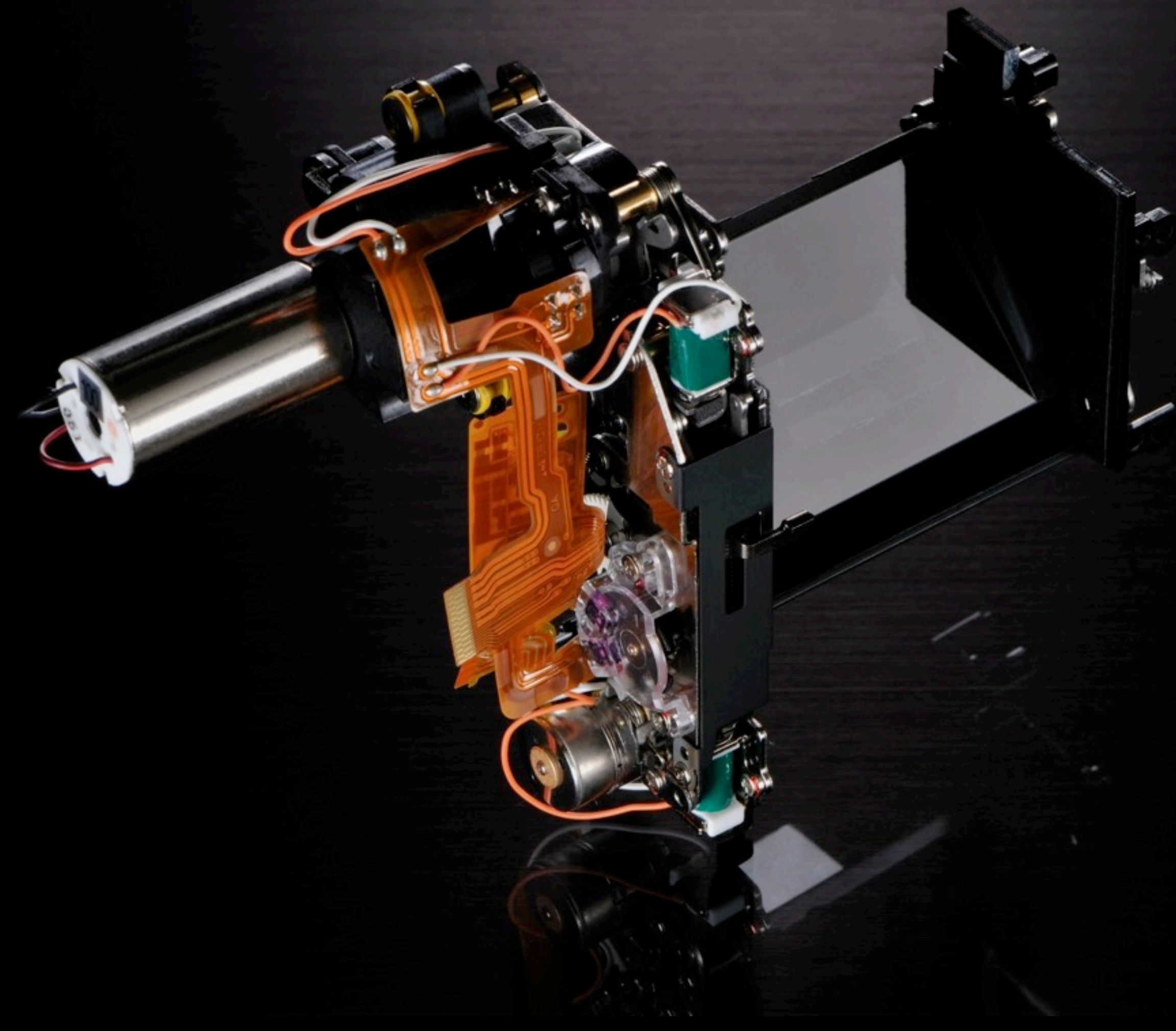


**Further features**





## Newly developed shutter mechanism (similar to D4)



### **Tested to 200,000 cycles**

- Release time lag of 0.042sec (based on CIPA Guidelines)

### **Power saving design**

- Re-designed to drain minimal power during live view / movie operation

### **Faster shooting operation in Live View**

- The new design allows for a quicker return to live view after taking a picture

### **Improved battery performance**

- Approximately 900 shots in still shooting mode and 60 mins of live view video mode.



# Two Axis Virtual Horizon

Can be displayed on LCD or via Viewfinder



LiveView



Viewfinder





## Dual card memory slots

- One for CF and one for SD

## Compatible with UDMA 7 CF cards

## Compatible with SDXC & UHS -1

## Simultaneous recording

- Overflow, Backup, RAW/JPEG, Copying and Movie recording selectable





## Illumination detection

### New 3.2-in. LCD monitor

- Vastly improved colour range which is very close to sRGB
- 921k-dot resolution

### Automatic brightness control

- A sensor automatically adjusts the brightness, contrast, saturation and gamma depending upon the ambient conditions

### LCD integrated glass and panel

- Improves the viewing angle and decreases light loss by using a resin between the glass and screen



## **New Battery Grip MB-D12**

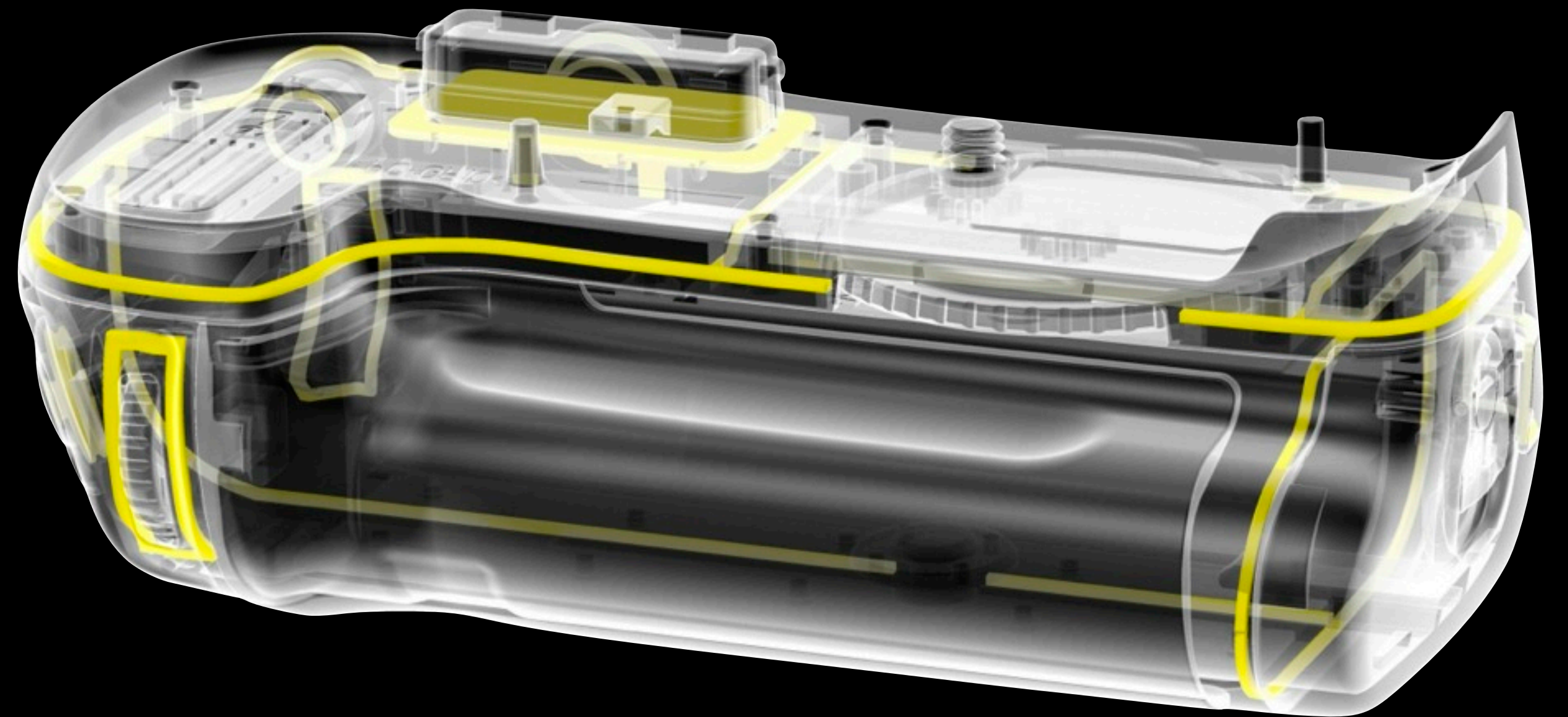
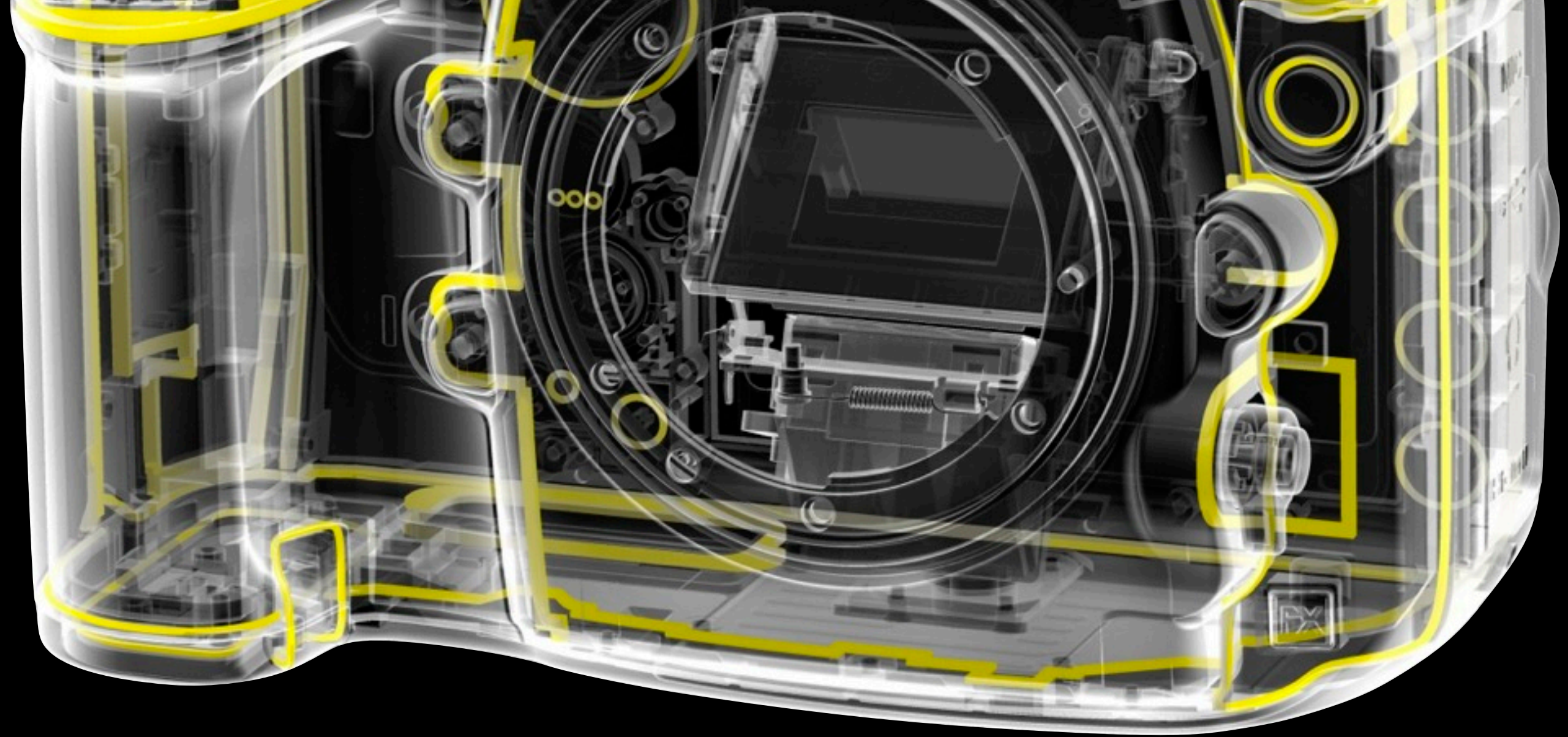
**Allows increased shooting of up to 6fps in DX**

- Making the D800 more adaptable to fast action at 15.4MP

**Mirrored controls for vertical shooting**

**Multiple battery compatibility**

- AA, EN-EL15, EN-EL18 and EP-B5





# D800

## Summary





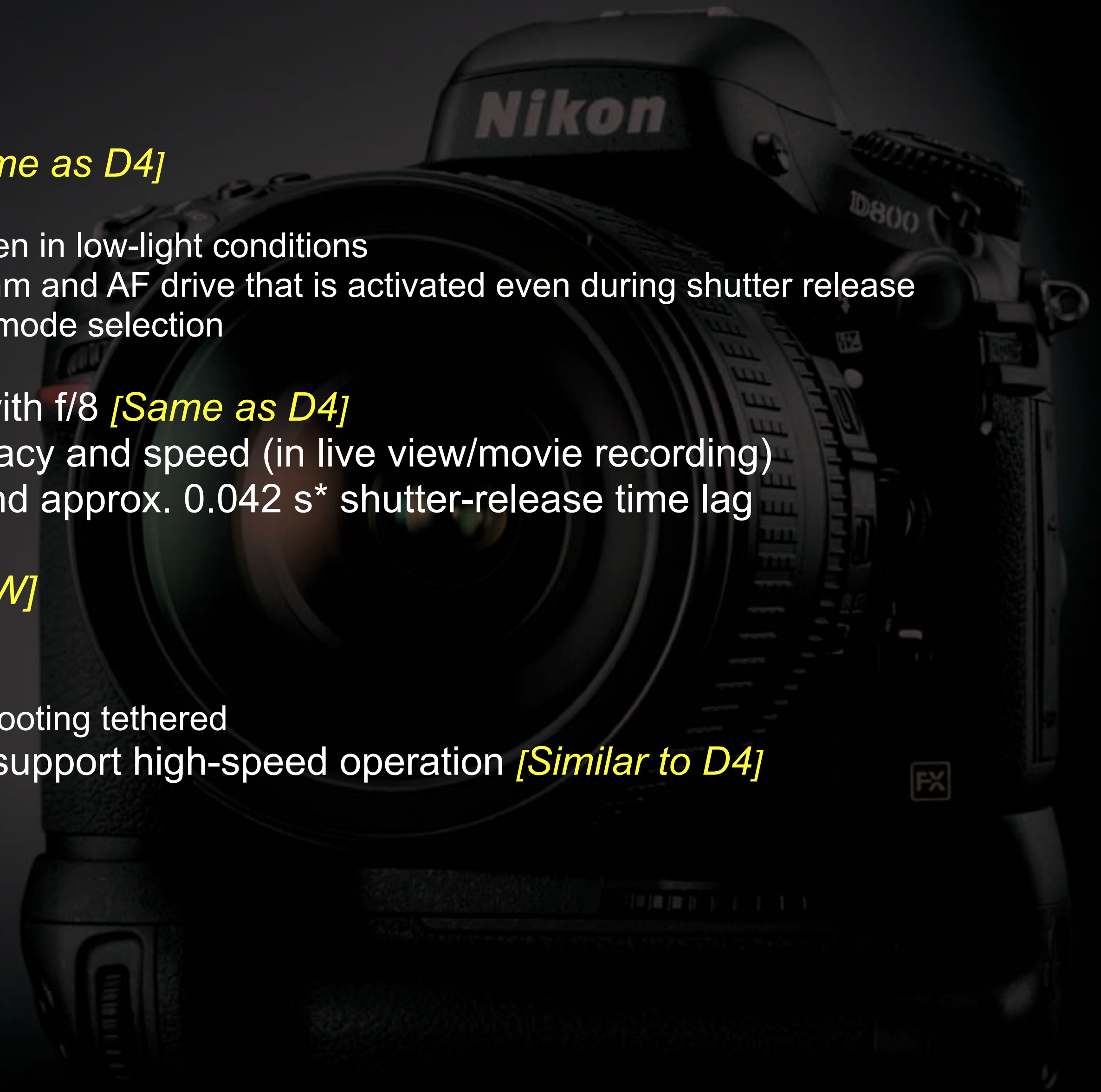
## Picture quality:

- Newly developed FX-format CMOS sensor *[NEW]*
- Effective pixels: 36.3 million *[NEW]*
- Wide sensitivity range of ISO 100 to 6400
  - Can be decreased down to ISO 50 equivalent (Lo 1), or increased up to ISO 25600 equivalent (Hi 2) *[NEW]*
- Further improved image-processing engine EXPEED 3 *[Same as D4]*
- Advanced Scene Recognition System *[NEW]* enhanced with the new 91K-pixel RGB sensor *[Same as D4]*
  - Face detection prior to exposure possible even in viewfinder shooting
    - can be applied to exposure control and Auto-area AF *[Same as D4]*
  - 3D color matrix metering □ achieves highly accurate metering based on face detection information *[Same as D4]*
  - Improved subject tracking performance in 3D-tracking with finer subject acquisition
- Rich gradation equivalent to current models achieved while increasing the compression ratio of compressed RAW files
- HDR (High Dynamic Range) combines images to produce a single image with a wider dynamic range *[Same as D4]*
- Auto option is added to “Minimum shutter speed” in “Auto ISO sensitivity control” menu *[NEW]*
- Inbuilt pop-up flash with full creative lighting control over two flash groups
- Refined white balance control
  - Choice of steps in color temperature setting *[Same as D4]*
    - Finer setting in 10-Kelvin steps possible
  - White balance setting possible in the monitor *[Same as D4]*
    - Minimizes the difference in color reproduction between resulting image using flash and monitor image, that is likely to occur in live view
- Newly setting is added that enables exposure compensation in flash shooting to be applied to background brightness only *[Same as D4]*



## High-speed performance

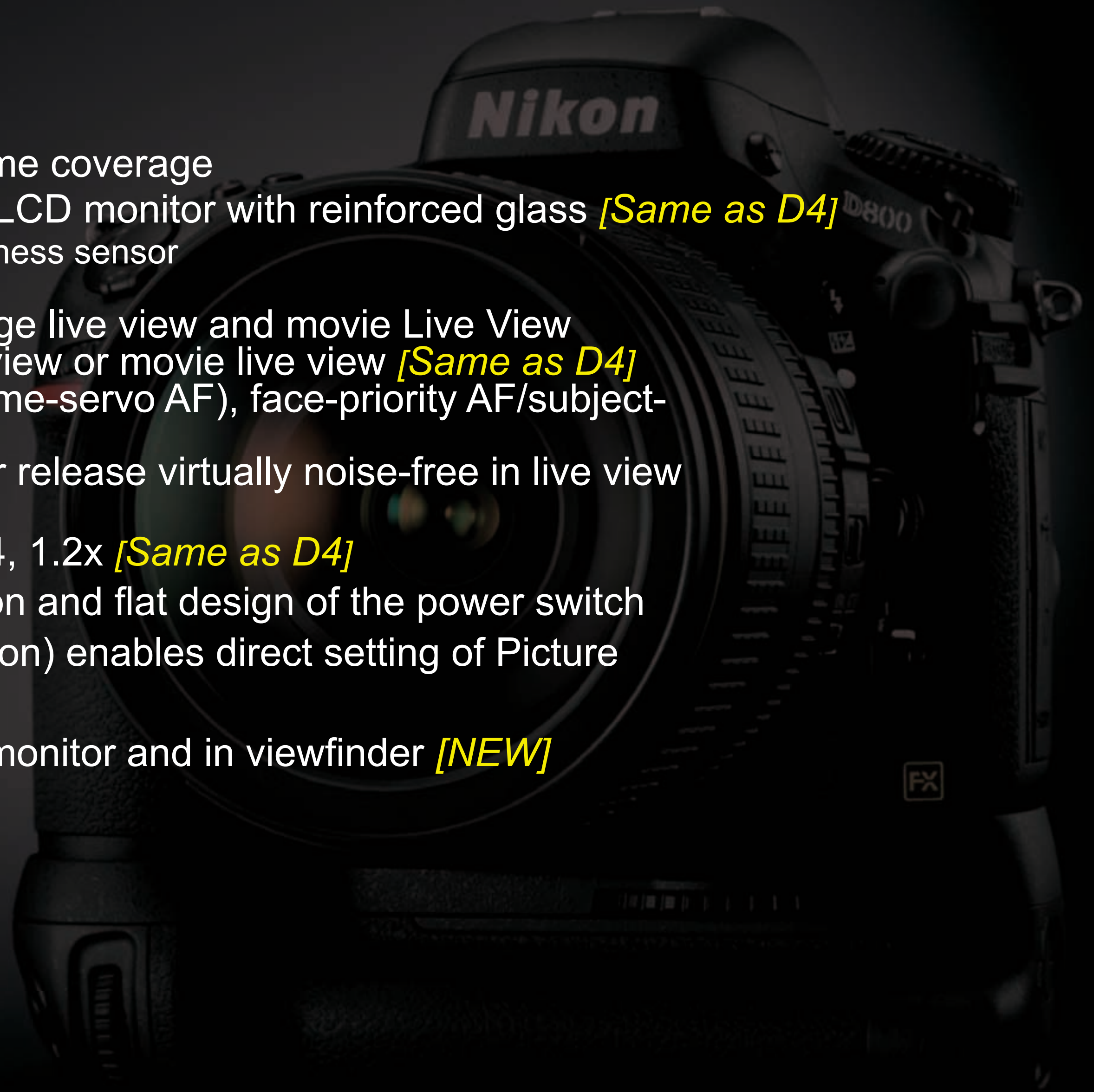
- Advanced AF system featuring 51 focus points *[Same as D4]*
  - Advanced Multi-CAM 3500FX autofocus sensor module
  - Improved performance in subject acquisition/tracking even in low-light conditions
  - Higher AF speed is achieved with new lens drive algorithm and AF drive that is activated even during shutter release
  - Refined operation in focus point, AF mode and AF-area mode selection
  - Improved operability
- 11 focus points in the central area are compatible with f/8 *[Same as D4]*
- Contrast-detect AF with improved operability, accuracy and speed (in live view/movie recording)
- Quick response with approx. 0.12 s\* startup time and approx. 0.042 s\* shutter-release time lag
  - ☐ Based on CIPA Guidelines
- Dual card slots — one for CF card, one for SD *[NEW]*
  - UDMA 7, SDXC & UHS-1 all supported
- Higher workflow speed of photographers *[NEW]*
  - USB 3.0 used to transfer large files sizes faster when shooting tethered
- New shutter/mirror/diaphragm drive mechanism to support high-speed operation *[Similar to D4]*





## Superior operability

- Glass pentaprism viewfinder with approx. 100% frame coverage
- Approx. 921k-dot, wide-viewing angle, 8-cm/3.2-in. LCD monitor with reinforced glass *[Same as D4]*
  - Automatic monitor brightness control with ambient brightness sensor
- Easier-to-use live view functions
  - Live view button: enables start/stop of still image live view and movie Live View
  - LV (live view) selector: selects still image live view or movie live view *[Same as D4]*
  - Contrast-detect AF possible: AF-S/AF-F (full-time-servo AF), face-priority AF/subject-tracking AF available
  - Silent shutter-release option makes the shutter release virtually noise-free in live view photography
- Four types of image area: FX format, DX format, 5:4, 1.2x *[Same as D4]*
- Improved grip holding, inclined shutter-release button and flat design of the power switch
- Picture Control button (doubles as Protect/Help button) enables direct setting of Picture Control *[Same as D4]*
- Two-axis Virtual Horizon can be displayed on LCD monitor and in viewfinder *[NEW]*
- Lightweight body further enhances mobility *[NEW]*

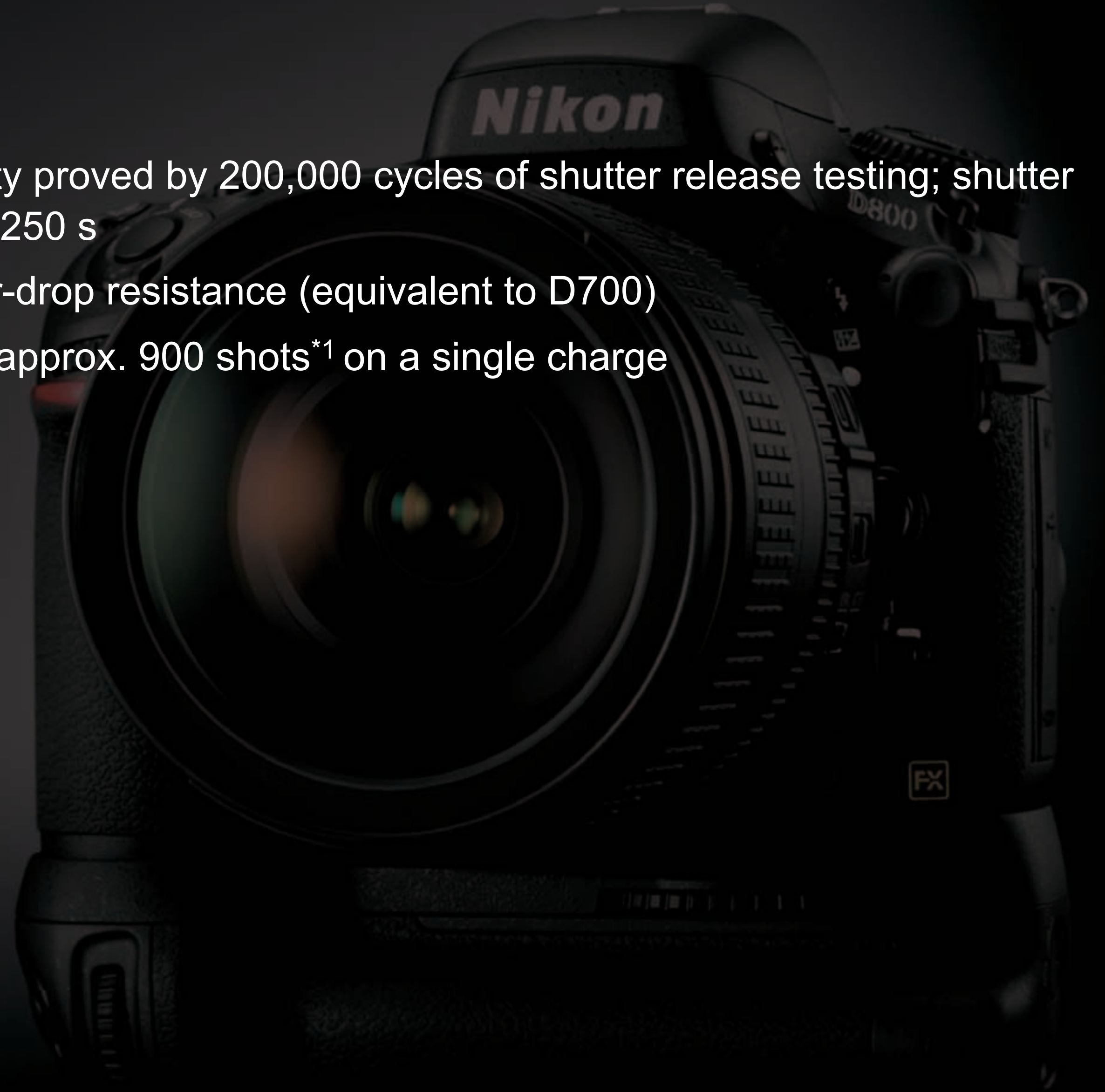




## Reliability

- Newly developed shutter unit with excellent durability proved by 200,000 cycles of shutter release testing; shutter speed up to 1/8000 s, flash synchronisation up to 1/250 s
- Light and rugged magnesium alloy body; dust/water-drop resistance (equivalent to D700)
- Highly efficient energy-saving design that achieves approx. 900 shots\*<sup>1</sup> on a single charge

\*<sup>1</sup> Based on CIPA Standards





## Full HD movie recording

- Full HD 1,920 x 1,080/30p supported: outstanding image quality in Full HD 1,080p size with rich gradation
- Max. recording time of approx. 29 min. 59 s achieved with high compression and high image quality
- Multi-area mode Full HD D-Movie *[Similar to D4]*
- Image size of movie can be selected from 2 options according to image area format
  - Selectable frame rate from 30p/25p/24p (1,920 x 1,080p), 60p/50p/30p/25p (1,280 x 720p), 30p/25p (640 x 424p) *[Same as D4]*
  - Smooth recording start by pressing “Movie-record button”, located next to the shutter-release button *[Same as D4]*
  - ISO sensitivity range: ISO 100 to 6400 in standard setting; can be set to ISO 25800 equivalent (Hi 2) *[NEW]*
  - Contrast-detect AF: AF-S/AF-F (full-time-servo AF), face-priority AF/subject-tracking AF available
  - External stereo microphone compatible
  - Sound level monitor function *[Same as D4]*
  - Increased number of steps in manual setting of microphone sensitivity: up to 20 steps *[Same as D4]*
  - Headphone connector incorporated *[Same as D4]*
  - Improved operability in movie editing *[Same as D4]*
- Start/end points can be set simultaneously *[Same as D4]*; selected frames can be saved as still images
  - Custom setting for movies *[Similar to D4]*
- Power aperture/Index marking/On-screen display of still image
  - Improved image quality of movies
- MPEG-4 AVC/H.264 compression format and movie noise reduction function enhance movie image quality
- Setting flicker reduction to “Auto” decreases differences in metering and AWB between live view monitor image and resulting image
  - Time-lapse photography function *[Same as D4]*

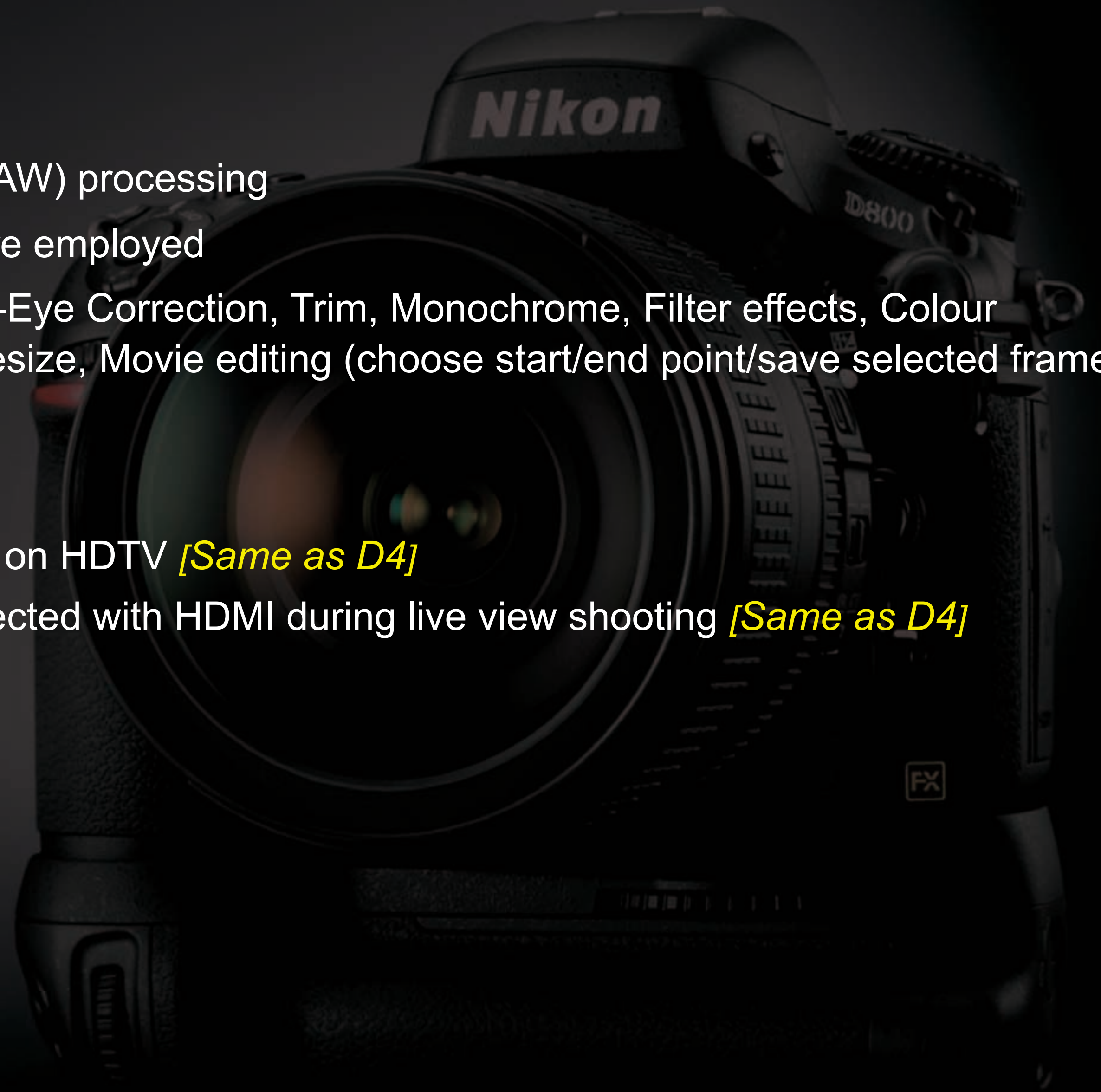


## Enhanced retouch menus

- Vignette control and D-Lighting available in NEF (RAW) processing
- Straighten, Distortion control, Perspective control are employed
- Functions of the D3S are inherited: D-Lighting, Red-Eye Correction, Trim, Monochrome, Filter effects, Colour balance, Image overlay, NEF (RAW) processing, Resize, Movie editing (choose start/end point/save selected frame)

## HDMI output supported

- HDMI mini connector employed
- Enables live view shooting while confirming images on HDTV *[Same as D4]*
- Images can be recorded in external hard disk connected with HDMI during live view shooting *[Same as D4]*





**Now for our second DSLR of the day.....**





# D800E

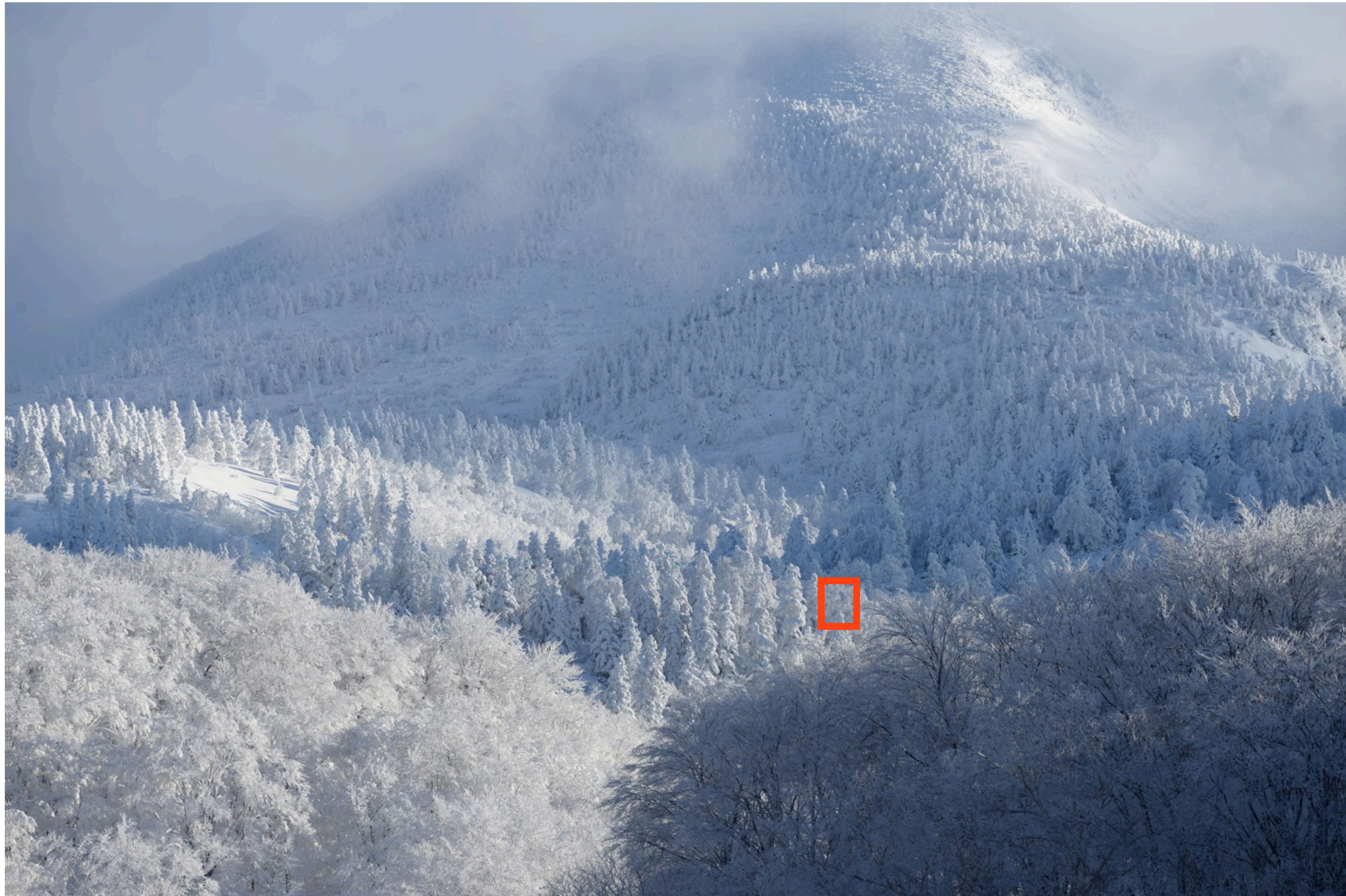
## **Same feature set as D800**

- but with the anti-aliasing filter removed
- IR and anti-reflective properties remain the same

## **Increased detail to meet the needs of high end commercial photography**

- like many medium format sensors this increases the chance of moire and false colour
- Capture NX2 has filters that help remove this phenomenon









**D800**



**D800E**



**Nikon Presents...**



**Nikon Presents...**

**JOHN\WRIGHT**







**JOHN WRIGHT**



## Pricing and availability

### D800 Body only:

- £2399.99 / €2892.00
- 22nd March 2012 (TBC)

### D800E Body only:

- £2689.99 / €3171
- 12th April 2012 (TBC)
- selected retailers

### MB-D12

- £379.99 / €448
- 22nd March 2012 (TBC)











# Q&A

NDA: Applies until 7th Feb 2012 5am CET